

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

VOL. XVII

NO. 4

CONTENTS FOR APRIL, 1937

Distribution to Be Keynote of N. C. A. Convention.....	15
Inversion—What Is It?.....	
....CLARENCE P. HARRIS, Ph. D., and CHARLES P. SHILLABER	17
Sanitation in Hard Candy Manufacture.....	CAREY P. McCORD, M. D. 20
New Dried Egg Albumen Process.....	22
Candy Store Tea Rooms and Restaurants.....	CONRAD SPOEHR 24
Retail Confectioners' Convention Program Set for Cleveland.....	26
Maillard's Celebrate 89th Anniversary.....	26
Pectin Jelly Goods for the Summer Line.....	27
Editorials.....	28
Technical Literature Digest.....	30
The Candy Man's Calendar.....	34
News of the Supply Field.....	40
M. C. Mail Exchange.....	42
Salesmen's Slants.....	C. RAY FRANKLIN 45
Packaging Section—Sales—Merchandising.....	49
At the Packaging Show.....	EUGENE C. PILCHER 51
Necco's Depression-Tested Sales Policies.....	HARRY R. CHAPMAN 52
Credit—A Safeguard to Profit.....	CHARLES F. SCULLY 54
Candy Clinic—\$1.00 to \$2.00 Chocolates and Chocolate Bars.....	56
Classified Advertising.....	62
Classified Index to Advertisers.....	6
Index to Advertisers.....	66

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M. C. POSTSCRIPTS

★ Better times in the candy trade are reflected in the fact that not only are the higher priced goods selling in greater volumes, but many buyers are accepting the increased prices of manufacturers without complaint, as they realize that costs of materials and production have advanced.

★ "With new trends in legislation toward price-fixing, the retailer may rapidly be forced into the position of the agent of the manufacturer rather than being the purchasing agent of the consumer," said Irwin D. Wolf, Vice-President, Kauffman Department Stores, Pittsburgh, in an address at the recent Packaging Conference in New York. "But if the manufacturer expects to stabilize his prices and generally give the retailer an opportunity to operate on a fair profit mark-up, he will no doubt have to package his product so that the consumer will have the confidence and courage to buy. Herein lies the opportunity for the self-selling package, which is one carrying a message to the public explaining the qualities and value of the product."

★ A Production and Engineering Clinic, to meet at frequent intervals, was established by the Packaging Machinery Manufacturers Institute at their semi-annual meeting during the Packaging Show. This Clinic attracted a representative group of production and engineering men from industry companies, who decided that the technicians form a group within the Institute, to consider problems of standardization and common interest and for the exchange of technical knowledge.

★ In urging amendment of the sugar tax bill, the confectionery industry predicted that it would lose \$6,750,000 on existing contracts for sugar if the tax proviso goes through as it is.

INDEX TO ADVERTISING OF MACHINERY, MATERIALS SUPPLIES AND SERVICES APPEARING IN THIS ISSUE

MACHINERY AND EQUIPMENT

Air Conditioning—Economy Equipment Company	43
Air Conditioning—B. F. Sturtevant Company	45
Belting—"Burmak"—Burrell Belting Company	43
Belting—Voss Belting & Specialty	45
Caramel Cutter Boards—Burrell Belting Company	43
Caramel Cutter Boards—Voss Belting & Specialty	45
Chocolate Machinery—J. M. Lehmann Co., Inc.	47
Cookers—Simplex Confectionery Machinery Co.	46
Cookers—Vacuum Candy Machinery Co.	46
Cooling Conveyor—"Lustr Kold"—Economy Equipment Co.	43
Cooling Slab—Savage Bros. Co.	Third Cover
Cooling Tunnels—J. W. Greer Company	41
Kettles, Pans—Acme Copper-smithing Company	61
Lipeometer—Schwarz Laboratories, Inc.	42
Pulverizer—"Mikro Pulverizer"—Pulverizing Machinery Co.	47
Rebuilt Machinery—Savage Bros. Co.	Third Cover
Rebuilt Machinery—Union Standard Equipment Company	13
Tempering Machine—"Lauenstein"—T. C. Weygandt Company	46
Wrapping Machines—American Machine & Foundry Co.	53
Wrapping Machines—Ideal Wrapping Machine Company	59
Wrapping Machines—Package Machinery Co.	50

MISCELLANEOUS RAW MATERIALS

Cerelose—Corn Products Sales Company	36
Citric Acid—Merck & Company	16
Citrus Pectin—California Fruit Growers' Exchange	29
Confecto-Jel—Speas Manufacturing Company	38
Chocolate Coatings—Hooton Chocolate Co.	37
Chocolate Coatings—Merckens Chocolate Co.	34
Colors—"Atlas"—H. Kohnstamm & Co., Inc.	7
Colors—National Aniline & Chemical Co.	32
Dipping Fruits—Blanke-Baer Extract & Preserving Co.	39
Glaze—The Stille Young Corporation	61
Nulomoline—The Nulomoline Company	42
Slab Oil, Greases—Sherwood Petroleum Co., Inc.	61
Starch—Douglas "C"—Penick & Ford	35

Tartaric Acid—Charles Pfizer & Co., Inc.	38
Merck & Company	16
Vanillin—Monsanto Chemical Company	33

FLAVORING MATERIALS

Flavors—Blanke-Baer Extract & Preserving Co.	39
Flavors—Oil of Lemon—California Fruit Growers Exchange	9
Flavors—"Roman Punch"—Felton Chemical Company	Second Cover
Flavors—Butter Flavor—The Ferbo Flavor Works	46
Flavors—Foote & Jenks	61
Flavors—Fries—Ross & Rowe, Inc.	8
Flavors—Fritzsche Brothers, Inc.	4
Flavors—"Atlas"—H. Kohnstamm & Co., Inc.	7
Flavors—Polak's Fruital Works, Inc.	33
Flavors—Schimmel & Company, Inc.	12

PACKAGING SUPPLIES

Boats and Dividers—George H. Sweetnam, Inc.	55
Cellophane—Cellophane Div., E. I. du Pont de Nemours	3
Containers—Metal—West Bend Aluminum Co.	59
Labels—Lambooy Label & Wrapper Company	60
Labels—St. Louis Sticker Company	61
Punchboards—Charles Brewer & Sons	60
Ribbons—R. C. Taft Company	61
Ribbons—W-E-R Ribbon Corporation	61
Wrapping Machines—American Machine & Foundry Co.	53
Wrapping Machines—Ideal Wrapping Machine Company	59
Wrapping Machines—Package Machinery Co.	50

MISCELLANEOUS

Confectionery Buyer	10, 11
Confectionery Industries Exposition	Back Cover
Official Bulletin	61
Schwarz Laboratories	42
Whympers Book	31
Eastman Hotel	48
Industrial Chemist—Harris, C. P., Ph. D.	44
Industrial Microscopy—Shillaber, C. P.	44
Majestic Hotel	48

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

FOR SALE—PIECE MEAL

All Machinery and Equipment

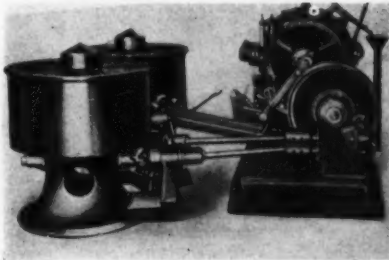
Formerly Used By

TOURAINÉ CO. || Floriana Candy Co.

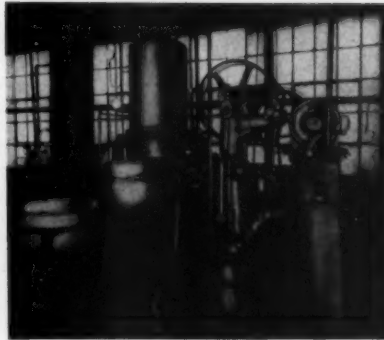
at 718 Main St., Cambridge, Mass.

PHILADELPHIA, PA.

Representative on premises.



Bausman Disc Machine for Making Chocolate Coating from Liquor and Other Ingredients.



Rost Continuous Cooker with Two Pre-Cooking Kettles.



Battery of 24 in. Universal Chocolate Coating Machines. Detailers, Motor Driven, Coolers and Packers, Automatic Feeder and Automatic Temperature Control.

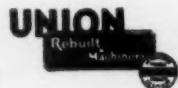
SPECIAL FROM THE FLORIANA CANDY CORP.

- 1—Rost Continuous Cooker, large production, with two pre-cooking kettles.
- 1—Gaebl Continuous Automatic Plastic Machine with batch roller, sizer and cooling conveyor with assorted chains.
- 1—Rotoplast Plastic Machine with cooling conveyor and two sets of assorted dies.
- 1—Litchenberg Plastic Machine with cooling conveyor and assorted dies, motor driven.
- 1—Racine Sucker Machine with assortment of rollers.
- 1—Thos. Mills After Dinner Mint Machine.
- 1—Simplex Gas Vacuum Cooker.
- 1—Hildreth, Form 3, Pulling Machine.
- 1—Savage, 80 gal. capacity, Jacketed Marshmallow Beater.
- 1—4 ft. Ball Beater, motor driven.
- 1—5 ft. Ball Beater, pulley driven.
- 1—Read, Type D, Beater, 80 qt.
- 2—York, 6 ft., Batch Rollers.
- 3—Dern Candy Cane Machines with 66 ft. conveyors.
- 3—Mills Steel Roll Batch Spinners.
- 2—National Equipment, 300 lb., Chocolate Melters.
- 1—Thos. Mills, 6 in. x 8 in. Drop Machine with 4 extra sets of rollers.

● A Few of the Items to Be Secured at the Touraine Plant ●

- 3—24 in. Universal Chocolate Coating Machine, motor driven, complete with Cooling and Packing Tunnels, with Detailers.
- 1—Automatic Feeder on above.
- 1—Automatic Temperature Control on above.
- 8—1,000 lb. to 9,000 lb. Jacketed Horizontal Chocolate Mixing tanks.
- 2—2,000 lb. Dopp Chocolate Kettles.
- 5—Bausman Disc Machines for making coating from liquor and other ingredients.
- 2—5,000 lb. glass lined storage Tanks.
- 5—Kent 2,000 lb. cap. Jacketed, roll type, Mixers.
- 2—Lehman Roasting Machines.
- 2—Lehman 7 compartment Crackers and Fanners.
- 1—Mikro Pulverizer, motor driven, with 10 H. P. motor and elevator.
- 1—Three Roll Refiner.
- 1—Anderson Oil Expeller, motor driven.
- 1—Shriver 24 in. Filter Press.
- 1—Lehman 4 ft. Melangeur.
- 1—National Equipment Nut Bar Depositor, complete with Lehman wide shaking table, Cold Box.
- 1—Brown Nut and Fruit Bar Depositor, motor driven.
- 1—Sugar Sanding Machine.
- 1—Wood Mogul.
- 2500—Standard Starch Trays filled with clean white starch.
- 100—4 wheel starch trucks.
- 1—Lot of excellent Moulding Boards, aluminum and plastic.
- 5—Steam Jacketed Cooking Kettles, with outlets, 20 gal. to 100 gal. cap.
- 1—Morrow Cut-Rol Machine, motor driven.
- 3—National Equipment 600 lb. Syrup Coolers, feeding into—
- 1—Werner & Pfleiderer, heavy duty, 1,000 lb. cap. Double Arm, Tilting type Mixer.
- 3—50 gal. Werner Cream Breakers.
- 2—National Equipment 50 gal. Nougat Kettles, double action, tilting.
- 1—Mills Nougat Cutter.
- 1—Racine Caramel Cutter, motor driven.
- 1—Combination White Caramel Cutter and Sizing Machine, motor driven.
- 2—National Equipment Marshmallow Beaters.
- 5—Steam Jacketed Cooking Kettles, with outlets, 20 gal. to 100 gal. cap.
- 1—Gyrator Sifter.
- 1—Buffalo Chopper.
- 1—Eclipse Peanut Cooker with baskets.
- 1—Peanut Stoner and Blower.

**COMPLETE LINE
OF EQUIPMENT IN
OUR N. Y. STOCK**
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INVITING CONFECTIONERS TO MEET

The National Confectioners' Association will be host to the industry at its 54th Annual Convention and 14th Exposition, May 24-28, in Palmer House, Chicago.



PLAN TO BE AT THE PALMER HOUSE

IN CHICAGO, MAY 24-28!

Distribution Keynote of N.C.A. Convention

STRONG PROGRAM IS PLANNED

WITH Distribution as the keynote of the 54th Annual Convention of the National Confectioners' Association, the program of featured speakers which is now being arranged promises a line-up of addresses and personalities which should draw every manufacturer of the industry to Chicago the week of May 24 to 28.

Other subjects, too, of vital importance to the individual manufacturer and the industry as a whole will be discussed. These will range from current legislative problems to production methods.

Under the leadership of President Thomas J. Payne, together with General Convention Chairman Herbert G. Ziegler and Program Chairman J. Louis Rubel, the Convention Program is fast taking form. A meeting of the Convention Committee will be held April 14 when further plans will be decided.

The Convention will open on Tuesday morning, May 25, although the Exposition of the supply field will open on Monday, as usual. The first session Tuesday morning will be devoted to routine business matters, according to present plans. The afternoon will be devoted to production discussions in the Associate Members' Session. Factory superintendents and production personnel are invited to participate. The session will be under the direction of the Exposition Committee headed by J. Edward Rowe, of Ross & Rowe, Inc., New York City, Chairman.

Joseph Elliff, a representative of Curtis Publishing Company, will talk on general distribution problems, Wednesday. He will display numerous interesting charts and he is reputed to be an outstanding speaker. The entire day will be devoted to distribution.

Other new features on Wednesday will be talks



PALMER HOUSE, CHICAGO
Mecca of the Confectionery Industry for
the Week of May 24-28

by a candy wholesaler, a tobacco dealer, a wholesale grocer, a wholesale druggist, and possibly someone representing the chain stores which are candy outlets. A speaker from the Department of Commerce, Foodstuffs Division, will also talk on candy distribution as revealed in the government reports.

The N. C. A. Jobbers' Relations Committee, headed by Malcolm McDonell, will make its report and recommendations for improving distribution conditions in the jobbing trade. In conjunction with this, the wholesalers' survey now being made by Dun & Bradstreet Statistical Division will be revealed.

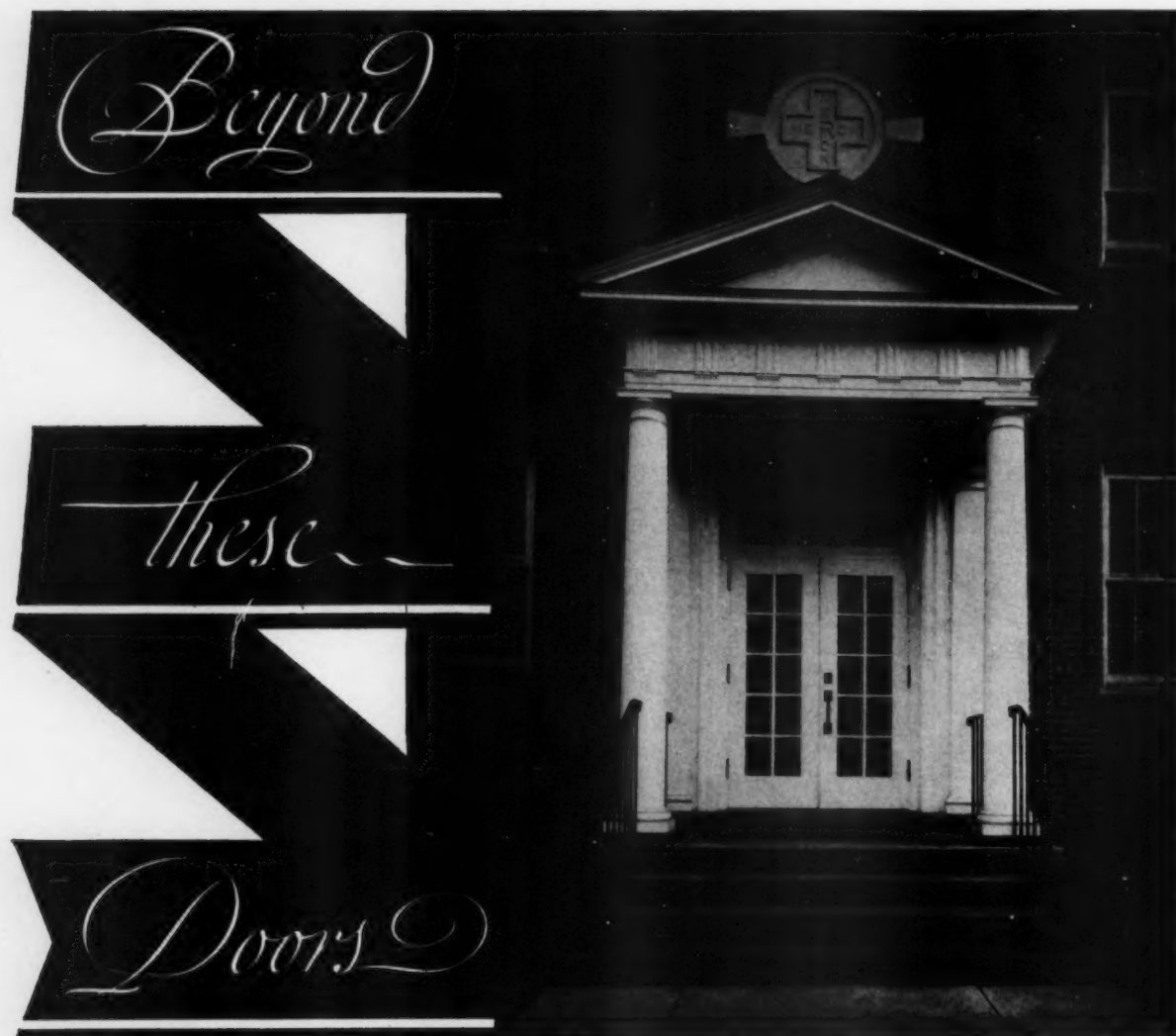
On Thursday morning the convention session will be under the supervision of the Legislative Committee. Legislative matters, both Federal and State, affecting the candy industry will be discussed.

Executive Vice-President Max Kelly and Chairman Wm. F. Heide will report their activities in behalf of the industry.

The afternoon session will probably be left open. It is anticipated that at this time the Robinson-Patman Law, State Fair Trade Acts, and other timely subjects will be covered.

Concurrent with the convention will be held the 14th Confectionery Industries Exposition, which promises this year to be bigger and better than ever. Practically all exhibit space has been sold out. The best that the supply and equipment field has to offer will be displayed or represented for manufacturers wishing to improve their facilities and products.

Details for the Dinner Dance, which will be held Wednesday night are being arranged by Ben H. Goodman, chairman.



Modern research facilities, an experienced technical staff, and rigid laboratory control ensure the uniformity and dependability of Merck products for the confectioner.

The name Merck on a product is a guaranty of purity and reliability. It is your protection against variation in quality, thus enabling you to

standardize your own manufacturing processes.

Other reasons that account for the popularity of Merck products such as Citric Acid, Tartaric Acid, Cream of Tartar, Vanillin, Cumarin, Sodium Benzoate and Sodium Acetate are attractive prices, dependable service, and adequate stocks maintained at convenient points for prompt delivery.

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★ **MERCK & CO. Inc. Manufacturing Chemists RAHWAY, N. J.** ★

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THE MANUFACTURING CONFECTIONER

PUBLISHED BY THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY



INVERSION . . . What Is It?

A Study by Microscopic Technique of Crystals in Fondant

★ By CLARENCE P. HARRIS, Ph.D., and CHARLES P. SHILLABER

PART I.

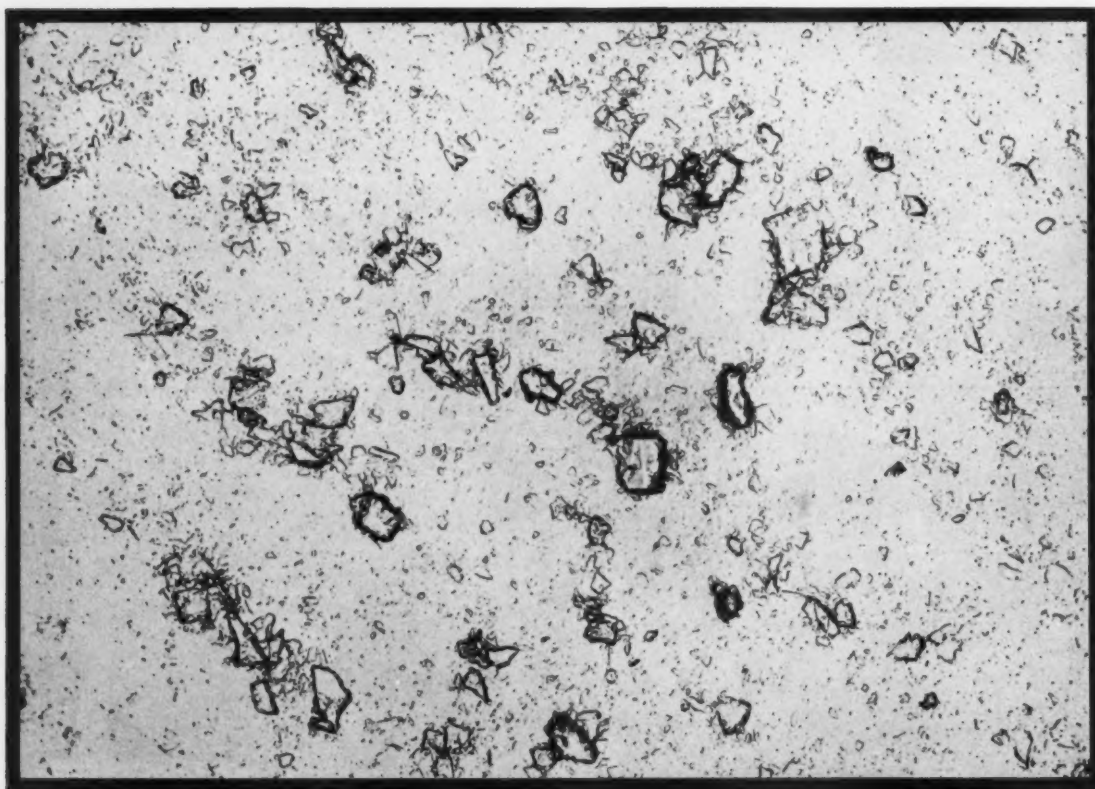
INVERSION occurs when cane sugar syrups are boiled for long periods; likewise when acidic substances are added to syrups or fondants at ordinary temperatures, or when small amounts of invertase are used in place of acids. The phenomenon of inversion is a familiar one to confectionery manufacturers, who have long made use of it in the production of hard candies which will not crystallize, and also especially in manufacturing chocolate coated soft fondants. A firm, even hard, fondant to which a trace of invertase has been added becomes a soft, smooth semi-fluid cream after it has been coated and stored under proper condition. What has happened?

To answer this question it is necessary to know something about the nature of sugars. All plants have one remarkable property in common,—they are able to make sugars from the air. Carbon dioxide, the gas which gives the fizz or sparkle to a wide variety of pleasant drinks (both alcoholic and non-alcoholic), occurs in the air in small amounts. The green part of vegetation absorbs this gas, and substances within the plant cells convert this gas into a wide variety of sugars. To a limited extent this process has been imitated and duplicated in chemical laboratories. Honey, cane sugar, beet sugar, all of the starches, cotton, and wood are examples of this extraordinary capability of living plants.

Honey, the sugar syrup produced by some flowers and collected by the bees, consists almost entirely of a solution of two comparatively simple sugars—levulose (or fructose) and dextrose (or corn sugar). It contains in addition very small percentages of protein and essential oil, the latter corresponding in aroma and flavor with the flowers which were its source.

Some plants form a similar mixture of these two sugars, but almost immediately combine them to produce cane sugar or beet sugar; which two sugars are chemically identical and both are properly called sucrose. Other plants form dextrose exclusively, and this sugar by combining with itself forms the common variety of starches; such as corn starch, potato starch, tapioca, and so on. When this reaction of dextrose is carried further, cellulosic products, such as cotton and wood, result.

To the confectioner, the three sugars, levulose, dextrose, and sucrose, are of great importance. They are closely interrelated and these relationships have a profound effect in confectionery manufacture. If a mixture of levulose and dextrose is properly treated so that some water is removed from what appears to be a perfectly dry mixture, sucrose or cane sugar is the result. This result has been obtained with great difficulty in the laboratory, but is of no practical importance



SHILLABER

Fig. 1. Microscopic photo of sample taken 29 hours after the fondant was mixed. This is the control batch and contains no invertase. There will be a slow increase in size of these crystals. Magnification 158 diam.

because the natural production of sucrose from levulose and dextrose is performed on a lavish scale by the sugar cane and sugar beet.

On the other hand, if sucrose is so treated that some water is made to combine with it, levulose and dextrose result. This process is very easily performed on either a small or large scale, and is the very process that occurs when sucrose is boiled with dilute acid or treated with invertase at ordinary temperature. It is, in fact, "inversion."

Invert Sugar

Sugar formed by the addition of water to sucrose is then termed "invert sugar." "Hydrolysed sugar" would be a more accurate name, for "invert" refers to a change in certain optical properties, which is interesting only to an analytical chemist and not at all from the practical manufacturing standpoint. Invert sugar, then, is a mixture of levulose and dextrose resulting from the treatment of sucrose with water and some agent like acid or invertase; and the name given to the process is inversion.

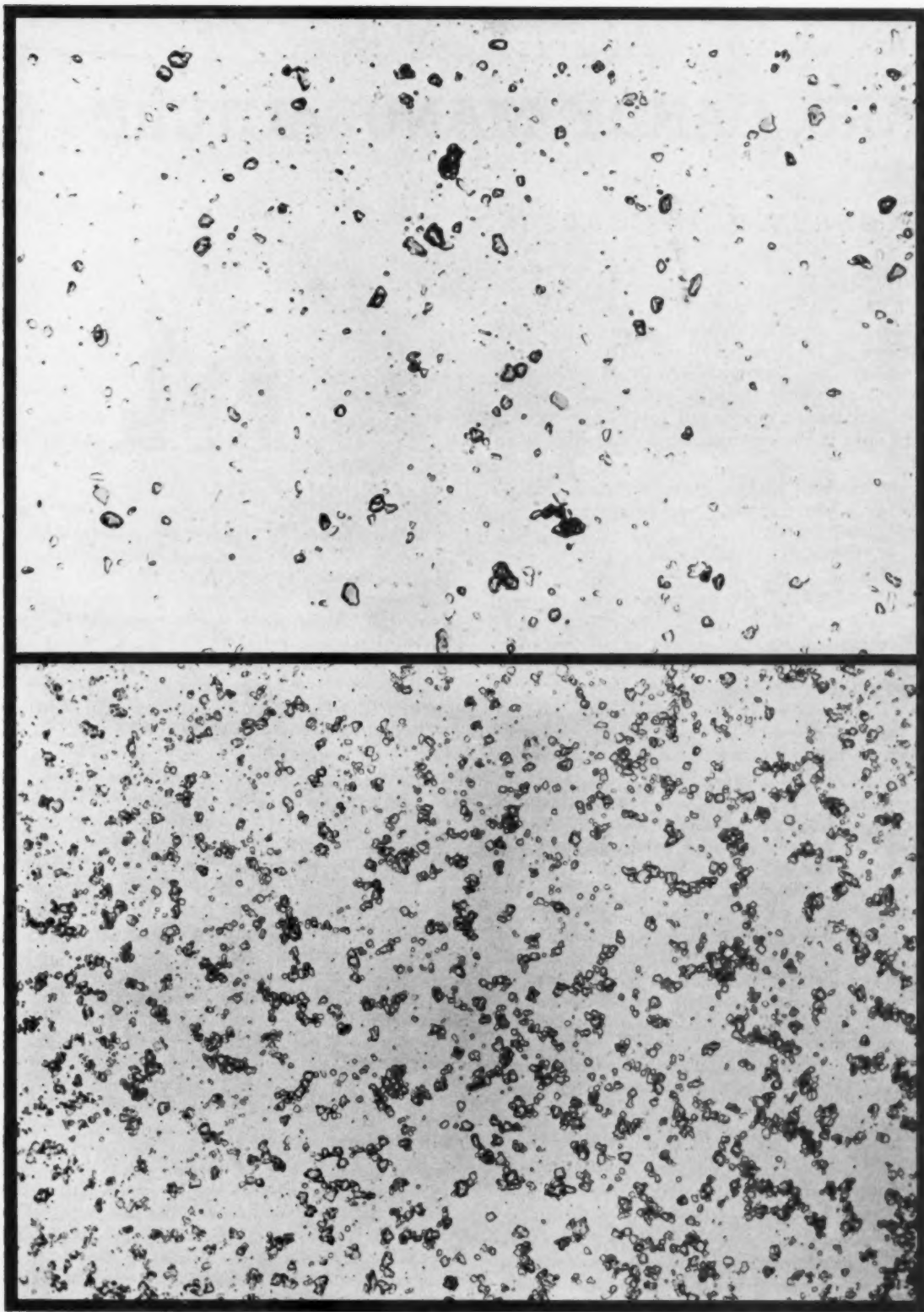
When cane sugar is heated with water so that the resulting syrup contains 80 per cent or more sucrose, the cane sugar is completely soluble at high temperature and a clear syrup is obtained. When this syrup is allowed to cool to room temperature, a large part of the sucrose crystallizes out and the syrup changes

to a white hard crystalline mass. This crystallization occurs because there is not enough water present to keep all the sugar in solution at ordinary temperature. Furthermore, the mass is extremely gritty to the tongue because of the large size of the sucrose crystals. Figure 1 shows how these crystals look when magnified 158 times.

In the presence of invertase, the sugar *in solution* gradually becomes converted to levulose and dextrose, the solution thereby acquiring once more the ability to dissolve sucrose. As inversion proceeds, more and more of the crystallized sucrose redissolves, and the fondant becomes softer because of the presence of less solid matter. The formation of levulose and dextrose will ultimately reach a point where these sugars will crystallize, but, as the size of these crystals is much smaller, they have little effect on the softness of the fondant. Invert sugar crystals are shown in Figure 3.

Following the Chemical Changes During Inversion by Invertase

In order to follow the physical and chemical changes which occur in a fondant during inversion by invertase, the writers have made a fondant containing sucrose, honey, invertase and water. Samples are being taken at intervals, and all of the sugar present precipitated (Turn to page 43)



SHILLABER

Fig. 2 (top photo). Sample taken 13 days 5 hours after fondant was mixed shows sucrose crystals being slowly taken into solution. Note the rounded edges of crystals. The growth of very small crystals of invert sugar has commenced. Fig. 3 (bottom photo). Sample of sugar taken from fondant showing nearly complete inversion. Note regular crystal sizes and also the sharp edges and angles denoting growth. Magnification 158 diam.

POINTS ON SANITATION IN HARD CANDY MANUFACTURE

★By CAREY P. McCORD, M.D.

THE term "hard candy" covers a multitude of varieties of confections. No two qualified candy manufacturers are likely to agree in all respects as to the types of candy properly entitled to classification as "hard candy." However, no disagreement is likely to arise in the grouping of the following items as such:

- Clear hard candy,
- Pulled hard candy,
- Butter Scotch,
- Toffees
- Kisses,
- Nut brittles,
- Soft-centered, hard-shelled candies.

It is recognized that the making of these confections calls for a high order of intelligence, long training, and experience. The complex technical problems involved thoroughly tax the ingenuity of the highly qualified chemist. Few of these technological problems, however, introduce unusual sanitary features.

As seen through the eyes of the sanitarian, the making of hard candies introduces few opportunities for sanitary infractions not shared with other candy departments. As one practical candy foreman has stated: "... The differences between hard candies and others are to be found not in the raw materials utilized, but in the cooking kettles and forming machinery." To this statement it might be added that hard candies often call for a greater quantity of hand contact than other candies require; that artificial air conditions may lead to excessive air motion at the work point; that open flame heating may provide a carbon monoxide hazard less often encountered in other departments; and finally, that fruit and other soft centers may provide excellent media for yeasts and other objectionable new growths.

Sanitary hazards related to these items, and to others, are now briefly discussed.

Carbon Monoxide

Observations have repeatedly been made in confectionaries that gas burners are used for heating in some operations. In addition, such burners are frequently used in connection with forming machines for the purpose of maintaining the desired degree of plasticity. Properly vented burners, providing for the removal of the products of combustion or non-combustion, are not the rule. It appears that the hoods above the entire kettle or battery of kettles are depended upon to remove the fumes or gasses from the burners. A little



thought will readily establish the fact that the toxic gases, if such exist, in passing from the burners upward to the hood must pass immediately by the breathing zone of the kettle man. Since the threshold of beginning danger from carbon monoxide is approximately 1500 parts per million of air, a practical hazard may exist. The playing of the flames upon a cold kettle is sure to generate some carbon monoxide. Defective burners, however, provide the commonest source of dangerous quantities of this gas.

It is not implied here that a threat to life exists in every gas burner, or that an accident of this character is surely to take place in every factory every year or two. Experience is to the contrary. No less, it is reasonable to believe that within candy factories in the aggregate for the entire country much harm is done in the course of every year. Among candy workers it is an accepted fact that the kettle men, as a group, are in a poorer physical state than any others. If this be true, carbon monoxide, excessive temperatures, high humidities, and postural requirements, probably are to be accepted as fundamental causes. The use of gas burners in connection with hard candy machinery paves the way for identical dangers from this gas. The practical answer to these situations is the provision of vents for all gas burners, or the shifting to other forms of cooking and warming.

Air Cooling

The quick chilling of formed pieces is a requisite in much hard candy work. It is not unusual for a worker to be so seated, as a necessary part of the work, as to receive a steady draught of air directly upon the face and other portions of the body. The health significance of this circumstance is not quite clear. Some air motion is very desirable in the maintenance of comfort. Without air motion, sufficient to remove excess heat and waste products from the skin, prompt harm and discomfort would arise.

On the other hand, forceful draughts may do harm. Unequal chilling of some parts of the body establishes

abnormal vasomotor reactions that cannot be commended. Abnormal dryness of the skin may be induced by such air current, eventuating in roughened, chapped skins. Even though the harm done is trivial, it is suggested that it is ordinarily desirable and practical to break this sweep of air over the worker by glass plates, which permit a full view of the work but which distribute the excessive air currents.

Cleaning Machinery

The manufacturer of hard candies is very likely to maintain cleanliness of his machinery to avoid graining, even though no great interest exists in sanitary perfection. Even so, sanitation is well served, whatever be the impulse.

Every kettle, utensil, cooling table, and machinery of every type, should be subjected to the action of cleaning agents at frequent intervals. Live steam or hot water, without chemical agents, constitutes the most desirable cleaning agent. Hand rubbing is a necessary adjuvant to the playing of steam or hot water upon parts. The last application should be steam, as this agent is a disinfecting process—*while hand or brush rubbing is not.*

Forming machinery is the most neglected group in the entire candy factory. Unlike the coating machines or the cooking kettles, which through their appearance, shriek for cleansing, forming machinery often looks



invitingly clean. Visible cleanliness is not sufficient; invisible cleanliness is a requisite to commendable sanitary conditions.

Personal Cleanliness of Worker

The requirements of some forms of hard candy manufacture necessitate an unusual amount of contact between the product and the worker. This is most in evidence in the manipulation of the "pole," in the processes of striping, decorating, etc. The elongation of this "pole" into the narrowed sizes required for various hard candies involves contact between the worker's hands, gloved or ungloved, and every inch of the candy.

In practically all other steps in hard candy manufacture hand contact is likely to arise. Even in the process of feeding into the wrapping machines some contact is established. This circumstance places an unusual obligation on the candy worker in this department to live up to the highest standards of personal cleanliness, and to maintain strict cleanliness of gloves and uniform.

Fatigue and Monotony

It may not be maintained that kettle or batch workers, or forming machine operators, are subject to

monotony due to the constant repetition of precisely the same small operation. Sufficient variation in duties, hour by hour, serves to maintain interest.

The tending of some machines, such as the feeding of the wrapping machines, involves sedentary work. The operations are precisely the same day after day and call for no mental effort. Sustained work of this character becomes so monotonous as to constitute a hazard to the physical and mental well-being of the worker. This condition is illy defined and little understood, but no less must be recognized as inimical to the best interests of the workers. Fortunately, in most hard candy departments no one operation of this sort is continuous. In large establishments where the volume of business is such as to make such operations continuous, some advantage will be gained by shifting workers from one operation to another, in order that monotony may be escaped.

Unlike the packing of assorted chocolates, the packing of hard candies rarely calls for any selection on the part of the worker. The packed pieces are either all the same, or mixtures are produced in bulk, with the result that no mental effort is involved. Consequently no mental fatigue is likely to arise. Physical fatigue from standing, from postural requirements, from machine tending or other activities, may eventuate in a degree of physical fatigue in excess of normal tiredness.

Among kettle and batch workers an unusual amount of mental strain is involved. So readily are large quantities of hard candy spoiled through trivial neglect that every worker is continually on the qui vive. This, necessarily, results in a degree of mental fatigue nonexistent among workers in less responsible positions wherein the work is entirely routine. This mental fatigue in responsible workers in hard candy manufacture may stand in some relation to the observation that disability rates are high among such workers, and that their general appearance of health is, on the average in groups, indicative of lower states of health.

A full consideration of all aspects of sanitation and hygiene in the hard candy department would entail the recapitulation of all aspects of sanitation and hygiene in the entire candy factory. This would embrace many related and unrelated items, such as the quality of raw materials, air conditions, lighting, seating, odors, noises, uniforms, personal cleanliness, packages, etc. In these departmental resumes it is the purpose of the writer merely to specify those conditions more or less peculiar to the individual departments.

Heating and Ventilating Exposition January 24-28, 1938

THE Fifth International Heating and Ventilating Exposition will be held at Grand Central Palace, New York City, January 24-28, 1938. Since its inception in 1930, the Exposition has been held every two years.



"Yesterdays eggs" from farms near the Armour plants in Fort Worth, Texas, and Springfield, Mo., await breaking and drying operations in refrigerated rooms.



NEW DRIED EGG ALBUMEN PROCESS

Produces Odorless, Bland Product

A NEW process for the production of dried egg albumen, which has been perfected after several years of development to overcome the slower method and other features characteristic of the fermentation process, has resulted in a product which is declared to be odorless and practically sterile. The new product, in powdered form, is unfermented and is said to be absolutely bland, permitting efficient use of flavoring materials, and true flavor in finished confections.

A group of young men got together in 1932 and decided that if fresh egg albumen were sprayed into a blast of hot air it would dry quickly in pulverized form, its whipping quality would be improved, and it would be as tasteless as fresh egg whites. Several years of research lay ahead, but the problem was finally solved

Egg Whites Sprayed into Hot Air Blast
Dry Quickly in Pulverized Form

and one of the big packers* is starting production on a large scale.

Two plants, at Fort Worth, Texas, and Springfield, Mo., have been equipped to turn out the new product. Chilled whites of fresh eggs are used exclusively in the manufacture and the actual drying process is accomplished in as many minutes as the fermentation process takes in days.

Dried egg albumen is used advantageously by candy manufacturers and bakers because it whips up better than the whites of fresh eggs, giving more of the desired foaming quality. Whites of very fresh eggs are almost impossible to whip. If an egg is to whip properly, it must be kept under refrigeration until a change takes place in the albumen so that it becomes thinner. Of course, if this change progresses too far, the egg is unusable.

New Method

In making the new albumen, the eggs are first subjected to a special clarification process which removes all particles of shell from the broken eggs and which also mixes the whites so that the liquids and solids are evenly distributed. The clarified whites are then run into large vats. (See photos.)

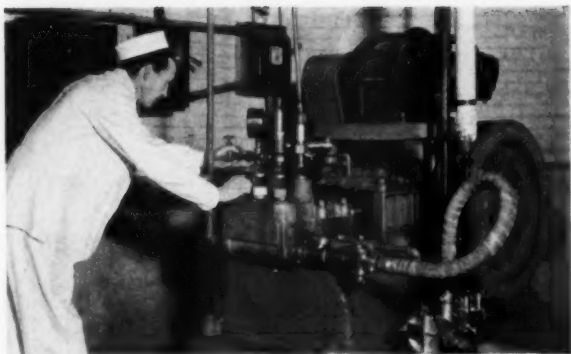
The eggs are ice cold when they reach the albumen department and they do not get warm until they are changed completely in character so that the product is almost as stable as ordinary wheat flour.

From the tanks, the liquid egg whites are pumped

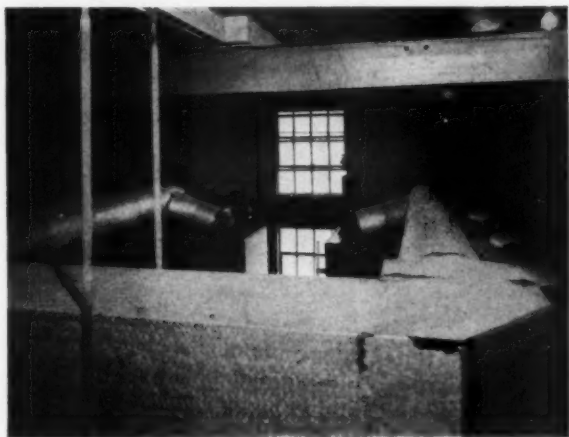


Tanks where chilled and clarified fresh whites of eggs are accumulated for the new quick-drying process.

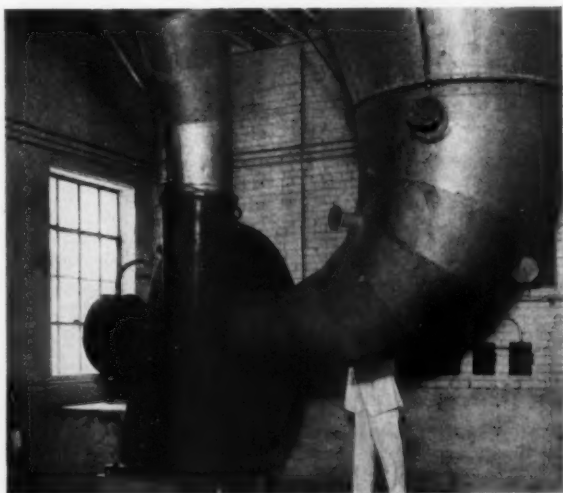
*Armour & Company.
(Turn to page 38)



From the tanks the liquid egg whites are pumped under high pressure through the atomizing nozzle. The albumen spray is forced into a blast of warm air, quickly drying.



Above is shown part of the drying equipment in the new dried egg albumen plants of Armour and Company. While drying is under way samples are tested every 15 minutes.



The receiving chamber is conical in shape and a suction machine at the bottom draws the powdered albumen through. The entire process from egg tank to receiving barrel is accomplished in but a few minutes' time.



The powdered albumen is automatically weighed and barreled, untouched by hand—ready for confectioners.



Syrup being added to the beaten egg albumen to make a nougat cream used for various types of confections.



Demonstration of the finished egg white nougat whipped to a fluffy consistency and ready as a candy ingredient.

CANDY STORE TEA ROOMS

And Restaurants

★ By
CONRAD SPOEHR

Methods and Trends of Modern
Tea Rooms in Candy Shops of
the United States and Europe



IN visiting confectioners throughout the United States and European countries, I have found that the operation of tea rooms and restaurants has become a major factor in the business of numerous candy shops.

I am sure that the proprietors of these establishments often ponder, as I have, the question as to whether the return one receives is worth the necessary effort and other costs. How much simpler it is to sell a \$1.00 or \$1.50 package of candy than a dinner or luncheon at the same price. Among the cost factors for a luncheon sale of this amount there is an investment in china, glassware, silverware, etc., totaling from \$1.50 to \$2.50.

Furthermore, the operators of these stores really are never through with their day's work. Too often it is necessary to make a trip back to the store in the middle of the night to see whether the soda dispenser forgot to shut off the gas under the coffee urn, or whether there is an overflow in the soda fountain, etc., etc. Of course, if one can do a nice tea room business it helps the volume, but consider how much more effort, how many more employees, how much more space, care, anxiety and work it takes to do \$100 worth of tea room business compared to \$100 worth of candy business.

The soda fountain is a more natural adjunct to the candy store, but apparently there is no such thing as trying to restrict either the number of food items sold or the work involved in turning out certain dishes which seem to take well with the public. Nevertheless, many confectioners are succeeding at it; some of whom are mentioned later in this discourse.

Now, what are the methods of the modern candy tea room, and what are the trends?

There seems to be a very definite trend indicating that in the future the candy store tea rooms are go-

ing to have keener competition than ever, both from drug stores with fountain luncheonettes, and from the syndicate variety stores in metropolitan centers. There is no denying that tremendous efforts are being made by the national chains to corral this tea room business, and many are doing a fine job. For instance, most of these modern stores are air conditioned. Many of them have counter freezers, and some have installed bakery departments.

Meet Competition by Featuring Food Specialties

As I see it, there is only one way for the candy tea rooms to meet this competition and that is to do the same thing I have advocated for the candy departments—namely, to specialize. They should decide upon certain food items that they are particularly well equipped to produce and then specialize upon them, giving the customer an outstanding dish. Such specialties may range from a stuffed tomato salad to a piece of pie.

There are many epicures who still feel that the test of a tea room is measured by the quality of these three items; namely, chicken salad, apple pie, and the coffee served. If these three are of a standard that will meet competition, it is fair to assume that the rest of the items are in line.

Some Outstanding American Candy Tea Rooms in Cities

There are, of course, in every section of the United States so-called candy tea room chains that have done a remarkable job and which, for one reason or another, are outstanding in their particular field. I shall name but a few to indicate what I have in mind.

The Schrafft stores of New York do a business

TIPS TO RETAIL CONFECTIONERS . . .

Well Wrapped and Securely Tied Packages
Help Keep Customers, Declares Mr. Spoehr



CONRAD SPOEHR

DURING the last holiday season I saw a man coming out of a well-known candy shop just as someone bumped into him. The string of his parcel broke, and the candy packages were scattered all over the sidewalk. Like most of us would be under similar circumstances, he became greatly embarrassed. In fact, he was so vexed that he kicked all the parcels into the street.

The retail candy merchant should impress upon his sales ladies that one of the surest

ways of *preventing* repeat candy sales is to wrap and tie the parcels loosely, so that they become difficult for the customer to carry. And often-times candy packages are so unattractively wrapped up that they look like a bundle of fish.

The individual candy shop usually gets a somewhat better price for its candy, and the sales people have a little more time. Therefore they can afford to give more care to the wrapping and tying of their packages. It pays!

of a high standard which is unequaled in most respects. The Reymer stores in Pittsburgh have justly earned the reputation for the fine quality food which they serve. The DeMet's stores of Chicago cater to a certain type of trade which has built up for them a very substantial business.

Sanders of Detroit, who are the inventors of ice cream soda water, are a unique institution. For instance, they sell as many sandwiches in their various stores as would seem incomprehensible to the layman. Some years ago they sold in one store 1,100 gallons of ice cream per day.

You will note that I do not mention candies at all, as they will be covered in a separate article.

In St. Louis the candy tea room type of store is covered by Herz and the Busy Bee stores. From a price standpoint, either of these institutions give most unusual values. In Los Angeles, the Pig'n Whistle stores have long held an enviable reputation. Their first claim to recognition was due to the outstanding French pastry which they served. At Cleveland, the painstaking care of lady management is apparent in the delicious food served by the McNally Doyle stores.

At Toledo, Ohio, there is the Hoffman store, outstanding in the beauty of its appointments and delectable foods served. The Meinert Tea Co., also in Toledo, operates a chain of stores selling candy, bakery goods, and serving lunches which reflect good management and manifest so clearly what untiring efforts will do.

Such splendid smaller institutions as Weida's in Paterson, New Jersey, or Kolb's in Newark, have a wonderful opportunity to add to their already splendid reputation. Just as I am sure that Whitman's tea room in Philadelphia will always be outstanding.

The fountain and ice cream feature of the confectionery shop merits a separate article, but there surely is a reason why in this respect such firms as Asher's in Philadelphia, and Jansen in Springfield, Massachusetts, are outstanding. Mullane's, Putnam's, and Meakin's of Cincinnati helped to make this town one of the best ice cream cities in America. Nor should one overlook the Mission Candy Shops of Los Angeles when in quest of better type of refreshments.

From a purely tea room angle, surely the finest in the United States, and for that matter anywhere, is the Canary Cottage at Chagrin Falls near Cleveland,

Ohio, operated by Mrs. Crane, widow of a well-known Cleveland candy man. In this beautiful spacious place there is as fine a collection of genuine antiques as could be found anywhere. As Mr. Crane was a personal friend of Maxfield Parrish, you may be assured that the paintings on the walls are the finest. The dinners and luncheons as to price are "tops," but no one would ever question their value. It is a real experience to partake of luncheon or dinner in such exquisite surroundings.

Elaborate Establishments in Europe

In Europe, certain of the well-known candy firms have worked out very ideal combinations in connection with their candy department. I might mention Lindt-Spruengli in Zurich, Switzerland; Trumpf in Berlin, Germany; Lyons in London, England. This latter establishment is of such a magnitude that they operate as many as five different restaurants in one building, with a seating capacity for thousands of people, and featuring various types of orchestras on the different floors, etc.

Trumpf in Berlin can accommodate in their various *Conditorieen* from 300 to 500 people, and in great contrast to what was served in such places 15 and 20 years ago, one now sees the men as well as the women being served with coffee, chocolate or tea. The Trumpf experts have evolved and created dozens of types of fine pastry which are served from noon until midnight.

In the little country of Finland there is in its capital, Helsingfors, the well known *confiserie* of Carl Faser, which occupies two entire floors in a beautiful modernistic building. This place of business is so laid out that on one side of these stores as one enters is arranged the display and sale of confections, while on the other side are pastries. Then one is ushered into a relatively modest layout of tables and chairs where lighter refreshments, such as chocolate, tea, coffee, and light desserts are served. On the second floor there are two very large restaurants; one a very elaborately designed room where the finest table d'hôte meals are served, and in the other adjoining room, much more intimate in character, is what we call a grill room.

Of course, in all these foreign cities, with the possible exception of (Turn to page 47)

Retail Confectioners' Convention Program

SET FOR CLEVELAND, MAY 19-21

THE program plans for the 21st Annual Convention of the Associated Retail Confectioners of the United States, to be held May 19 to 21 at the Hotel Statler, Cleveland, Ohio, have been announced by Secretary W. D. Blatner. Outstanding personalities in both the retail confectionery industry and the supply field will be among the speakers at the series of constructive meetings.

Members of the Association will attend from all sections of the country. H. H. Fiske, of Fiske's Candy Shops, Cambridge, Mass., is President.

The subjects and their speakers will include the following: On Wednesday—"New Laws and Pending Legislation," W. D. Blatner; "What Forms of Advertising Do the Job Best?," Anderson Pace, Advertising Counsel, A. R. C. A symposium, "Packaging as We Practice It," will be lead by Mrs. Julia C. Steven, Chi-

cago, assisted by Mrs. Elmer Wieda and a representative of McNally-Doyle's. A Candy Clinic will be conducted by Harold Hayes, to which members will bring their best sellers.

On Thursday—"Licorice Home-made Candies," A. A. Lund, Tannin Corp., New York; "The Better Way to Handle Credit Problems," Hugh Wells, Cleveland Bar; "Containers," Jack Stolteben, The Dobeskmun Co., Cleveland; "Christmas Business," M. D. Meiss, Putnam, Inc., Cincinnati; "Window Trimming and Style Talk," Miss Arms, Halle Bros. Co., Cleveland; "Special Forum," Elmer Wieda, Paterson, N. J. The various questions and experiences of the members will be discussed during the meetings. The dinner dance Practice It," will be led by Mrs. Julia C. Steven, Chi-

Friday will be devoted to various trips and entertainment, including a barbecue at Clarke Estate.

Maillard's Celebrate 89th Anniversary

Their Candy Enjoyed by the Empress Eugene, Napoleon 3rd, Abraham Lincoln, and Many Other Historical Personages.

ON MOTHER'S DAY, May 9th, the Maillard Corporation will celebrate their 89th Anniversary of the founding of their company, having been established in New York City since 1848. Maillard's was originally established in Montalimar, France, earlier than 1840. It is legendary that Napoleon 3rd took great pleasure and delight in presenting Maillard's candies to his beloved Empress Eugenie, and it is history that Maillard's was served at all of President Lincoln's state functions.

The original ancient Maillard's formulas and recipes are still in use by the company. The concern declares that these recipes have been instrumental in upholding the traditional high Maillard standards through all these years, as proven by the many gold medal and other awards received by them for the purity and excellence of their products at Exhibitions and Fairs throughout the world.

For a great many years Maillard's have celebrated their May Anniversary with due ceremony, and it is curious to note that of recent years this season of the year was also chosen for the celebration of Mother's Day, which Maillard's say has led many to believe that Mother's Day and Maillard's candies are synonymous.

Maillard's was first established in 1848 at No. 44 Walker Street, New York City, where various confections, chocolates and pastries were manufactured. In 1850 larger quarters were established at 619 Broadway for retail sales and at 158 Mercer Street for wholesale manufacturing purposes. Shortly thereafter larger quarters were found necessary and were secured at 621 Broadway and at 160 Mercer Street, and distribution was extended throughout the United States and Cuba for their caramels, sugar coated almonds and dragees.

In the last week of December, 1872, a disastrous



I. C. SHAFFER

fire occurred, necessitating new quarters at 1097 Broadway (the Fifth Avenue Hotel Building) and a factory at 116 and 118 West 25th Street. It was not long before the factory was again enlarged by acquiring two buildings on 25th Street and three buildings on 24th Street.

In 1925 the candy factory which had been located on West 25th Street for over 50 years was moved to a location at 33rd Street and 37th Avenue, Long Island City, N. Y. This factory was replaced in 1936 with a new factory at Bethlehem, Penna., and Mr. I. C. Shaffer was in control as President of the Maillard Corporation.

PRODUCTION MEN FIND APPEAL IN

PECTIN JELLY GOODS

For the Summer Line

A PROFITABLE item which is receiving attention at this time of the year, in preparation for the summer line, is the pectin jelly. Pectin is made from fruits, hence pectin goods have many of the desirable qualities of household jellies. Progressive manufacturers and merchandisers find pectin goods highly desirable as leaders in their line of summer candies, and a few remarks at this time may prove helpful.

Pectin is the natural jellifying material found in practically all fruits and is now available to manufacturing confectioners, principally in powdered form. Careful standardization makes it convenient to use in the candy factory. For the larger manufacturers, pectin is available as a basic product; and for smaller confectioners it is produced in a fabricated form, making the production of small batches quick and easy.

Characteristic Merits

The appearance or eye-appeal of pectin goods is outstanding, since the pieces are sparkling clear, like high quality fruit jelly. Multi-colored jellies are easily made either in cut or cast form and, of course, can be made in a variety of shapes to appeal to the consumer.

The eating qualities of pectin goods are most excellent. They are tender and easily eaten, yet they are firm enough to withstand packing even in bulk. Due to the fact that pectin contains practically no flavor of its own, the flavor of pectin goods is typical of and true to the fruit flavor used. Another characteristic of pectin goods is that they can be made adequately tart in keeping with the flavor of the fruit which is being used, and it is essential to the setting or congealing of pectin goods that acidity be present. Pectin is one of the few jellifying materials that behaves normally in the presence of sufficient acids to give a tart flavor characteristic of the fruit or fruit flavor being used.

The long shelf life of pectin goods is one of their remarkable qualities, as they do not tend to dry out fast and become tough. We have seen pectin goods which were stored for test purposes over a period of two years that still remained in a salable condition.

Production Easily Standardized

Pectin goods are one of the easiest lines to make. The procedure is easily standardized once it is decided what type of piece to make. Candy makers have no difficulty in quickly becoming proficient in the manufacture of pectin goods. Since all of the moisture which is to be removed from the piece is driven out in the cooking operation, it is not necessary even to have a dry room for pectin goods (except to recondition the

starch occasionally), which helps very materially in speeding up production and maintaining production schedules where large operations are carried on. In many instances, pectin goods are produced in the afternoon, taken out of starch the next morning, sanded, and packed oftentimes within a twenty-four hour period. Pectin goods should be thoroughly dry and cool before packing.

Variety of Assortments

A variety of finishes for pectin goods are available, all of which can be easily applied. Probably the easiest and quickest type of finish is that of sanding with a coarse sanding sugar which can be carried a step further by giving the sanded pieces a flash of steam, thereby depositing a little bit of moisture on the surface which, when properly dried, closely simulates the appearance of crystallized goods. Of course, the crystallized finish, as produced by sirup crystallization, is the most attractive of the crystal finishes, but it does take somewhat longer to produce.

Occasionally pectin goods are iced, and where an icing is used of a different color from that of the piece, two-tone effects can be obtained. Chocolate coated pectin goods make an especially refreshing type of chocolate candy and are worthy of more attention than they have received. In assortments, pectin goods average costs down.

Many very attractive packages can be developed in which pectin goods are artfully displayed, such as small cellophane packs, or cellophane-covered trays, or even clear-front half-pound and pound boxes. These goods also in assortments lend color and attractiveness; and further, because of their fruity tartness, frequently serve to refresh the consumer of candy and enable him to eat more.

Manufacturing Procedure

The precautions to be observed in the production of pectin goods are really no different from those that would arise in connection with the production of any new piece of candy. A formula employing the proper amount of pectin and other ingredients must be selected, which will be in keeping with the size and type of piece that is desired to produce. For example, if a very small piece were to be made, a formula would be selected in which a lesser quantity of pectin would be used. The larger the piece, the greater the quantity of pectin necessary to contribute the desired body. After the formula has been selected, this should be followed, (Turn to page 38)



EDITORIAL

A Commendable Plan

THE Jobbers' Relations Committee of the National Confectioners' Association has just released its report and recommendations, based upon its study of conditions within the wholesale distribution branch of the industry and the manufacturers' relations to them. The report is characteristic of the manner in which this committee has carried on its work since last November—thorough, conveying a sense of well organized direction, presenting a specific plan in simplified terms.

This report and the activities of the Jobbers' Relations Committee are not only a credit to the industry, but too valuable to be allowed to count for naught when they have made such a commendable diagnosis of probably the major ailment of the industry and charted a course for its ultimate cure.

Quoting part of the paragraphs of the report, "This may all be 'wishful thinking' on the part of those who advocate such an effort, and it is surely a foregone conclusion that trade press editorials, trade press articles, curbstone denunciations of conditions or speeches before meetings, are useless unless positive action is taken at the coming convention."

The committee has analyzed distribution conditions, dollar sales, and volume of the industry during the past six years. It points out that a decline of 4.9 per cent in the gross margin on sales has been suffered by the manufacturers from 1929 to 1935. Figured on the basis of 1935 sales of \$259,889,300 would represent a decline in gross margin of \$12,634,575. Then it concludes that "It would appear that this decline in gross margin on sales has been taken from the life blood of the Industry and can be **WHOLLY ATTRIBUTED TO UNWISE AND RUTHLESS METHODS OF COMPETITION PREVAILING IN THE DISTRIBUTION OF CONFECTIONERY.**"

The committee recommends the establishment of a Distribution Department of the National Confectioners' Association and offers its reason:

"One of the important recommendations for a Distribution Department for the Confectionery Industry would be that of analyzing Gross Margins maintained in other Industries as a comparison with the Confectionery Industry. It is believed that such a comparison with kindred Food Industries would disclose that individual organizations in other Food Industries earn more Net Profit than the aggregate Net Profit in the entire Confectionery Industry.

"The element of Fear seems to have dominated the Confectionery Industry in the past six years. Fear of

competition has been so prevalent that prices of entire classifications of sales were forced below costs of production and distribution.

"It is believed that the Industry pays millions in the internecine warfare of ruthless competition, and that often outbreaks of unsound price debasement, and devious harmful trade practices which develop could be averted, or at least compromised, if we maintained a Distribution Department that could act as a medium to bring contending forces together to counsel with a Committee of Members of the Industry for the general good of the Industry, and that the results would be beneficial to the contending parties as well as to the Industry.

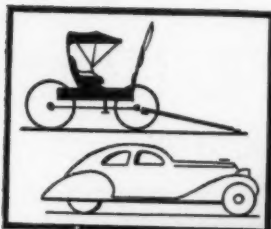
"While the work of your (Jobbers') Relations Committee, or more properly your Distribution Committee, ceases with its report of recommendations, yet the *Distribution Problems of the Industry can never be labeled finished business, as the problems of distribution are never static, as new problems arise continuously.*

"Your Committee does favor an improvement in the Distribution methods of all Distributors of Confectionery, but believes that improvement like Charity should begin at home, and that the Manufacturing division of the Industry should prove that there exists a sufficient degree of co-operation within its own family to bring better order and discipline, and that in so doing such benefits would extend to all of its Distributing Customers and elevate the entire Industry to a higher level."

The plan recommended is outlined below.

"A specific recommendation is simply made that a Distribution Department be inaugurated within the National Confectioners' Association for the benefit of the members of the Association for the following purposes:

- I. To develop a Research and Statistical Department to continuously study and analyze the vital statistics of the Industry in regard to sales, methods of sales, trends of distribution and costs of sales, in the Manufacturing Division of the Industry.
- II. To study and analyze the methods of Distribution of the Customers of the Manufacturers and to render all possible assistance to all types of the Manufacturers' Distributing Customers.
- III. The appointment of a Distribution Committee to plan the policy of this proposed department.
- IV. The appointment of a Board of Mediators to Counsel with members of the Industry in matters in dispute that harmfully affect methods of distribution in the Industry.
- V. To properly finance such a proposed department."



You can't sell buggies in a streamline age!



I'VE
DISCOVERED
SOME GRAND
NEW CANDY.
HAVE SOME?

OH, IT'S THAT
NEW KIND MADE
WITH EXCHANGE
CITRUS PECTIN
-JUST LIKE JELLY
-IT'S MARVELOUS

***We sell the newest thing for Bulk Candies—
Pectin—These new bulk goods mean profits***

Sure, times are better. People are buying. Happy days are here again. But—are you getting your share of the new dollars that are rolling—specifically—in your Jelly Goods line? Some of the boys are—with Pectin—and here's why:

If you want to profit *now*, dress up your line with *new merchandise*. People aren't interested in buying the same old stuff they've had ever since the Spanish War. That's why there are new model automobiles every year—why the railroads run streamline trains.

Pectin goods are *new*. Clear, sparkling, colorful—they have new eye-appeal. Tender, tangy, delightfully zestful to eat. They give a new taste thrill. They're the kind 1937 quality buyers like and will pay for.

And best news of all—they keep your costs down. Exchange Citrus Pectin, world's best for confectioners, is selling today at lower prices. It's easy to handle, sets quickly. You get a day's run out in a day. Requires no drying room. Longer shelf-life, too.

Send for *free sample*. Don't take our word for it. Prove it for yourself. Use coupon—today!



CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Sec. 000, Ontario, California

We accept your offer to send us a generous sample of Exchange Citrus Pectin and formulas, together with complete instruction manual.

Company _____

Street _____

City _____

Mark for attention of _____

Copyright, 1937, California Fruit Growers Exchange, Products Department

Today...
**They want something
NEW!**
You can get it!



Exchange

**CITRUS PECTIN for
CONFECTIONERS**

**PRODUCTS DEPARTMENT
CALIFORNIA FRUIT GROWERS EXCHANGE**
109 W. Madison St., Chicago, Ill. **Ontario, California** 99 Hudson St., New York, N. Y.

TECHNICAL LITERATURE DIGEST

OF INTEREST TO THE CONFECTIONERY INDUSTRY

Critical Study of Methods for the Determination of Sugar in Chocolate



R. Vivario and A. Fouassin. IV.
Congr. intern. tech. chim. ind. agr.,
Brussels 3, 561-5 (1935).

ACCURATE determinations of sucrose in ordinary chocolate can be made by (a) the polarimetric method without hydrolysis, treating with basic lead acetate and taking into account the volume of the precipitate; by the iodometric method of Auerbach-Borries in which 0.02 N hydrochloric acid is used for hydrolyzing invertase, the solution is cleared with potassium ferro-cyanate and excess removed with zinc sulfate and sodium hydroxide . . . Methods are also given for sucrose and lactose in each other's presence.

Factors Affecting the Properties and Stability of Whipping Cream

C. W. England and C. Marion Mecham. *Md. Agr. Expt. Sta., Bull.* 393, 569-93 (1936).

It takes about 30% longer to whip Ayrshire Cream than Guernsey Cream. To stabilize the whip, these investigators suggest: Sodium Alginate, 0.2-0.25%; or gelatin, 0.35%. While gelatin is the more efficient stabilizer of the two, it gave the cream a high gloss and a tendency to soggy which were not apparent with the alginate samples. Both stabilizers reduced the over-run.

The Physiology of Severe Muscular Work

O. Bang, O. Boje and M. Nielsen.
Skand. Arch. Physiol., Supp. 10,
208, PP (1936.)

AN extensive treatise of interest to those who would strengthen the "case for candy" in the diet. A diet rich in fat reduces the capacity to perform work. Eating either dextrose or sucrose at the time of the onset of hypoglycemia (deficiency or blood sugar) restores the working capacity even if a state of exhaustion has been reached. The muscles apparently do not metabolize the absorbed sugar.

Chocolate

Hans Fritz and Josef Kudermann.
Austrian 146,834, Aug. 25, 1936
(Cl. 53a).

AN emulsion is prepared of paraffin and gum (e.g., gum arabic). The emulsion is used to replace cacao butter in the manufacture of chocolate.

What to Do About Flies

Flies as household pests in Iowa. C. Richardson. Iowa Agr. Expt. Sta., Bull. 345, 217-38 (1936).

LIKE the problem of the factory moth, the factory fly demands an unnecessarily large part of the candyman's time and attention. The Iowa Experiment Station considers the subject so important that they have devoted to it more than twenty pages of one of their bulletins. Here is their advice:

One of the best fly baits and attractants consists of half a pint of milk, half a pint of water and 3 teaspoons of a commercial formaldehyde solution. Another effective poison is made by substituting one ounce of brown sugar in place of the milk in this formula. Arsenic baits are most effective when the flies do not have access to water. Let 'em go thirsty!

And here's the dope on sprays: A refined kerosene of about 41.4° sp. gr. (A.P.I.) and 190-260° C. boiling point range gives best results when finely atomized. Pyrethrum powder (only fresh pyrethrum powder containing at least 1% total pyrethrins is satisfactory for fly sprays) is mixed with the kerosene at the rate of 1 lb. of powder to 1 gal. of kerosene. Amyl acetate, oil of sassafras and oil of wintergreen are the best perfuming substances for the spray. Use at the rate of 2 to 3 ozs. per 1000 cubic feet of space. These sprays should not be used where there are absorbent or fatty food materials or candies present. In candy or raw material storage it is best to avoid sprays altogether and use baits.

Our Present Knowledge of Fat Rancidity



W. L. Davies, Ph.D., D.Sc.,
F.I.C., Conf. Production, 408-410,
Dec., 1935.

THREE forms of rancidity are described from the type of off-flavor given. In terms of the chemist, butyric and ketonic rancidity are discussed; the former occurring only in butter, or in foods in which butter is incorporated. The latter is due to the action of "dry" moulds on fat.

Oxidative rancidity is due to the progressive oxidation of the unsaturated fatty acids of fats to give rise to a variety of volatile products, mostly aldehydes, which confer an "oily," papery, cardboardy, or tallowy flavor on the fat or food.

The conditions affecting the keeping quality of fat, in respect to fat oxidation are discussed, including various tests for deterioration.

First-Aid Treatment of Burns

T. E. A. Stowell, *Safety Eng.* 69,
275-8.

YOU may clip this for your first-aid room. Carbon oil and bicarbonate of soda are without effect.



An Authoritative Discussion of CHOCOLATE FAT-BLOOM

HERE is the complete story of chocolate fat-bloom and its ramifications as a major problem. The precautions necessary to avoid it can be found in this enlightening treatise by Robert Whympier. Order a copy of

THE PROBLEM OF CHOCOLATE FAT-BLOOM

today. Containing a full technical and scientific discussion of the subject, it also tells the practical chocolate man in simple language what he can do to prevent it. There are numerous reproductions of photography curves, etc., to further simplify the subject. It has received the generous endorsement of acknowledged authorities and should be a part of YOUR library. The order blank below is for your convenience.

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THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY
Chicago, Ill.

THE MANUFACTURING
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Date

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Daily News Building
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We enclose check in the amount of \$..... to cover
cost of copy of Robert Whympier's "The
Problem of Chocolate Fat-Bloom."
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NATIONAL ANILINE & CHEMICAL COMPANY, INC.
40 Rector Street New York

EDISON	PROVIDENCE	CHICAGO
PHILADELPHIA	SAN FRANCISCO	CHARLOTTE
GREENSBORO	ATLANTA	CHATTANOOGA
PORTLAND, ORE.		TORONTO

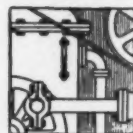
BRANCHES AND DISTRIBUTORS THROUGHOUT THE WORLD

FOOD COLORS



Picric acid merely relieves pain. A 2% tannic acid solution relieves pain as well as picric, prevents loss of fluid and also fixes on the surface those products of tissue destruction whose absorption might later cause death. Flood corrosive burns with water first and then treat with tannic acid. Add bicarbonate of soda to the water for acid burns; citric acid, for alkali burns. In tar burns, remove the tar with trichlorethylene and then treat with tannic acid.

Thermophilic Contamination Within the Sugar Factory



E. R. Calton. Ind. Eng. Chem. 28, 1235-8 (1936).

CONTAMINATION by thermophiles (heat-resistant bacterial organisms was found to be better than 95% efficient over the greater portion of the filter press operation). Anaerobic bacteria increased immediately following the filtration. The "flat-sour" growth that has brought grief to the canned pea packers occurred within the pan storage tanks on the liquor or wall surfaces. The wash water was contaminated and large numbers of organisms were shown to be developing in the tail-pipe vacuum system and were constantly entering with the vacuum supply water . . . The thermophiles have a way of surviving the dehydrating and granulating processes to make their unheralded appearance on the finished dry sugar surfaces.

Amyl Acetate in Bromatology

J. Mullor. Act. trab. V Congr. nac. med. 7, 512 (1934).

AMYL Acetate, known as the "banana" flavoring ester, is definitely toxic, tests show that it is difficult to digest, and that in the amounts in which it is used as an artificial flavoring agent in drinks, for example, it disturbs the pancreatic enzymes.

Quick-Hydrating Crystalline Anhydrous Dextrose

Thomas A. Bruce (to International Patents Development Co.) U. S. 2,058,852, Oct. 27th.

A "SOLID flavoring extract" is prepared by slightly hydrating anhydrous dextrose crystals in the presence of a flavoring extract containing about 5% of water.

Estimation of the Original Freezing Point of Sour Milk

H. J. Evans, Analyst 61, 666-70 (1936).

THE one property of fresh milk that is practically constant is its *osmotic pressure*. Consequently this property may be used to determine if the milk has been watered. The lowest osmotic pressure for unadulterated fresh milk corresponds to a freezing point lowering of 0.54-0.55° C., so that if a sample of milk gives a freezing point depression of less than 0.53° C., is is considered proof that water has been added.



QUALITY FLAVORS

MOCHA CONCRETE

For an outstanding taste in your cream centers, try this remarkable true-to-real-coffee flavor.

QUALITY FLAVORS for Quality Candies — most economical to use.

POLAK'S FRUTAL WORKS

Inc.

NEW YORK
350 WEST 31ST STREET

CHICAGO
427 West Erie Street

for

- PURITY
- UNIFORMITY
- ECONOMY



VANILLIN MONSANTO

• Incorporate its true, delicate flavor and aroma into your finished product.

Monsanto Chemical Company
St. Louis, U.S.A.


NEW YORK
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CHICAGO
CLEVELAND

BOSTON
SAN FRANCISCO

BIRMINGHAM
MONTREAL

SCALES OF QUALITY
Monsanto



Quality Coatings

THAT "STAND UP"

Merkens Fondant Process
Chocolate places your candies on
a high level—it individualizes
your product

This chocolate sets quicker and will not soften so readily as ordinary coatings do—but will retain its gloss, even in warm weather. This insures the fine appearance and lasting qualities of your candies.

Manufactured by a New process in which the sugar is slightly modified—this brings out the unusual firmness—smoothness, and a conspicuous chocolate taste.


Season after season brings new users to the already large number of candy manufacturers who always specify—"Merckens Chocolate Coating."

Send for samples—and see why.

MERCKENS CHOCOLATE CO., INC.
BUFFALO, N. Y.

Branches and Agencies:

New York.....25 West Broadway
Boston.....131 State Street
Los Angeles.....412 West Sixth St.
Chicago.....Handler & Merckens, Inc.
 180 W. Washington St.
Salt Lake City, Utah...W. H. Blintz Co.
Denver, Colo...Western Bakers Supply Co.



THE CANDY MAN'S CALENDAR

MAY 1937						
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 ³⁰	24 ³¹	25	26	27	28	29

5th Month — 31 Days — 5 Saturdays — 5 Sundays

		PLANNING SEASON FOR WHOLESALE MFRS.: Plan Fall Lines, Penny Goods Plans, Christmas Packages, St. Valentine's Day Packages, Summer Goods Production.
		PLANNING SEASON FOR RETAIL MFRS.: Plan Vacation Assortments, Summer Goods Production, Christmas Boxes, Wrappers, Decoration Day.
1	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel, 12:30 noon.†
2	S	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.*
3	M	Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.‡
5	W	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 N. Broad Street*—Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel, Denver†—Southern N. E. Wholesale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.*—Christmas boxes, wrappers, bands, etc., should be in box makers hands soon!
6	Th	Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†—Ascension Day.
3-7		Premium Advertising Assn. of America Convention, Palmer House, Chicago.
7	Fr	Falls Cities Confectioners' Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel, Detroit, Mich.*—Retail Confectioners' Assn., Hotel Majestic, Philadelphia.*
8	Sa	Kansas City Candy Club, Pickwick Hotel*—Are your summer packages and candies in hands of jobbers and retailers? Now is the time to start this goods moving.
9	S	Mother's Day. Make them happy with candy.
11-13		32nd Annual Convention, Lithographers National Assn., Inc., White Sulphur Springs, W. Va.
12	W	Manufacturing Confectioners of Baltimore, Hotel Emmerson.—Get after that camp and vacation business before it is too late.
14	Fr	Assn. of Mfrs. of Con'f and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.†—Vacations are coming! This is the time to schedule them.
15	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel.
17	M	Chicago Candy Club, Medinah, Chicago.—Patriot's Day.
18	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*
18-20		Biscuit & Cracker Mfrs. Assn. of America, Convention, Palmer House, Chicago.
19-21		Associated Retail Confectioners of the U. S., Convention, Hotel Statler, Cleveland.
20	Th	New York Candy Club, Inc., Park Central Hotel.*
22	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.*
23	S	National Food Distributors Association Convention, Sherman Hotel, Chicago.—Start planning your new numbers, new boxes, etc., for fall business.
24	M	Candy Square Club of N. Y. City, Inc., Hotel McAlpin.
24-28		National Confectioners Assn. Convention, Palmer House, Chicago.
27	Th	Mfrs. of Con'f and Chocolate of State of N. Y., Pennsylvania Hotel, New York.*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*
30	S	Decoration Day.

*Monthly Meeting. †Weekly Meeting. ‡Bi-Monthly Meeting.

COMMITTEE CHAIRMEN

General Convention
Chairman



HERBERT ZIEGLER
George Ziegler Co.
Milwaukee, Wis.

Reception, Membership
Chairman



BOB McCORMACK
Bob's Candy & Pecan Co.
Albany, Georgia

Production Session Planned

**Exposition Committee to Be in Charge
Candy Men Asked to Name Subjects**

THE N. C. A. Convention Program Committee has allotted the afternoon session of Tuesday, May 25, beginning at 2:00 p. m., to production problems. This session, which in recent years has been called the Production Men's Forum, is under the control of the Exposition Committee, headed by J. Edward Rowe of Ross & Rowe, Inc., New York City. The Committee aims to develop a program for and by production personnel, and with this in mind is requesting all production managers to designate their preference as to subjects to be discussed.

Questionnaires have been sent to production personnel throughout the candy industry and each production man is asked to check the subjects of greatest importance to him and return the form to the Secretary of the National Confectioners' Association.

The Questionnaire includes six subjects: (1) Transportation, Storage and Handling of Raw Materials; (2) Protecting the Batch from Kettle to Carton; (3) Special Production Methods and Layout; (4) Sanitation and Hygiene; (5) New Materials, Equipment and Packaging; and (6) Increased Production Through Holiday Specialties.

The production men are asked to add any other subjects which they think should be covered. In this way the Exposition Committee feels that the Production Session will be of vital importance to all concerned.

Distribution Division of N.C.A. May Be Considered at Convention

THE establishment of a Distribution Division of the National Confectioners' Association may come up for consideration at the coming convention. The plan has been recommended by the Jobbers' Relations Committee. Various groups, including the Cincinnati Candy Recovery Association, have advocated it for some time.

DOUGLAS CONFECTIONERS'



In your gums and jellies

FOR

- Greater Clarity
- Better Color
- Increased Moisture Retention
- Longer Shelf Life

ALSO TRY

**PENFORD CONFECTIONERS'
CRYSTAL CORN SYRUP**

See Us At The Convention
Booth 64

PENICK & FORD LTD., INC.

New York, N. Y.

Cedar Rapids, Iowa

PUSH UP SALES WITH CERELOSE

I'VE BEEN LOOKING OVER OUR LAST SALES REPORTS. OUR BUSINESS HAS BEEN PRETTY GOOD-BUT, WE DON'T SEEM TO BE GETTING AS MUCH NEW TRADE AS WE SHOULD. HAVE YOU ANY SUGGESTIONS TO MAKE?

WELL, I'VE BEEN READING SEVERAL OF THOSE CORN PRODUCTS ADS. ABOUT CERELOSE (DEXTROSE SUGAR). THEY SOUND VERY INTERESTING TO ME, SUPPOSE WE GET IN TOUCH WITH THEM AND FIND OUT HOW CERELOSE CAN HELP US.

TWO MONTHS LATER

HERE'S OUR NEW REPORT SINCE WE STARTED USING CERELOSE IN OUR PRODUCTS. IT SURE SHOWS A NICE INCREASE IN SALES AND—SOME NEW CUSTOMERS.

YOU TOO, CAN DERIVE THE BENEFITS FROM USING **CERELOSE** (DEXTROSE), THE FOOD-ENERGY SUGAR, IN YOUR PRODUCT. WITHOUT ANY OBLIGATION ON YOUR PART, JUST WRITE TO CORN PRODUCTS SALES COMPANY, CERELOSE DEPT., 17 BATTERY PLACE, NEW YORK CITY AND A REPRESENTATIVE WILL CALL.

Ohio Manufacturers Meet April 23

A MEETING of the Ohio candy manufacturers will be held at the Neil House in Columbus, April 23 at 8:00 p. m. This meeting is sponsored by the state committee of the National Confectioners' Association, but all manufacturers within the state are invited to attend whether they are members of the N. C. A. or not. E. J. McCoy of Canton is state chairman.

Consideration will be given to the proposed operation of the candy industry in Ohio under the Ohio Fair Trade Practice Act. The provisions of the law will be carefully explained and an opportunity for general discussion will be afforded. Another matter to come before this meeting is the consideration of possible unfair taxes under the proposed new tax program of Ohio.

Secretary Max Burger of the N. C. A. and Max Kelly, executive vice president, will speak. A meeting of the Ohio wholesalers will be held the following night.

Confectionery Imports and Exports

THE recent U. S. foreign trade statistics show that the total quantity of sugar candy and confectionery imported during January 1937 amounted to 257,211 pounds, valued at \$26,585.

Confectionery exports for January-1937 amounted to 771,790 pounds with a value of \$35,540, according to the Department of Commerce report.

S. W. C. A. Convention July 21-23 Observes 17th Anniversary

THE Southern Wholesale Confectioners Association has selected the St. Charles Hotel in New Orleans for its annual convention which will be held July 21 to 23. Chief among the subjects to be presented will be jobber-manufacturer cooperation.

The Convention will be divided into four business sessions. The jobbers of Virginia and the Carolinas will be in charge of one; Georgia and Florida in charge of another; Kentucky, Tennessee, and Alabama in charge of the third one; and Mississippi, Louisiana and Arkansas supervising putting on the fourth.

Several entertainment features have been scheduled, including a thirty mile trip on the Mississippi River and a conducted tour through the old French quarters of New Orleans.

Last month the association celebrated its 17th anniversary with an active membership almost doubled since the last Convention. President L. V. Jones of Greenville, S. C., is sponsoring a campaign to redouble the membership by July 1.

Kentucky Tax Lifted April 16

THE Kentucky tax law setting a 20 per cent retail sales tax on confectionery will be removed on April 16. This very burdensome tax proved to be exceedingly detrimental to the sale of the products within the state. Hence, the candy manufacturers, wholesalers and chewing gum manufacturers spent a great deal of effort in obtaining its repeal.

EXPOSITION CHAIRMAN



J. EDWARD ROWE
President, Ross & Rowe, Inc., New York City
Chairman of the Exposition Committee

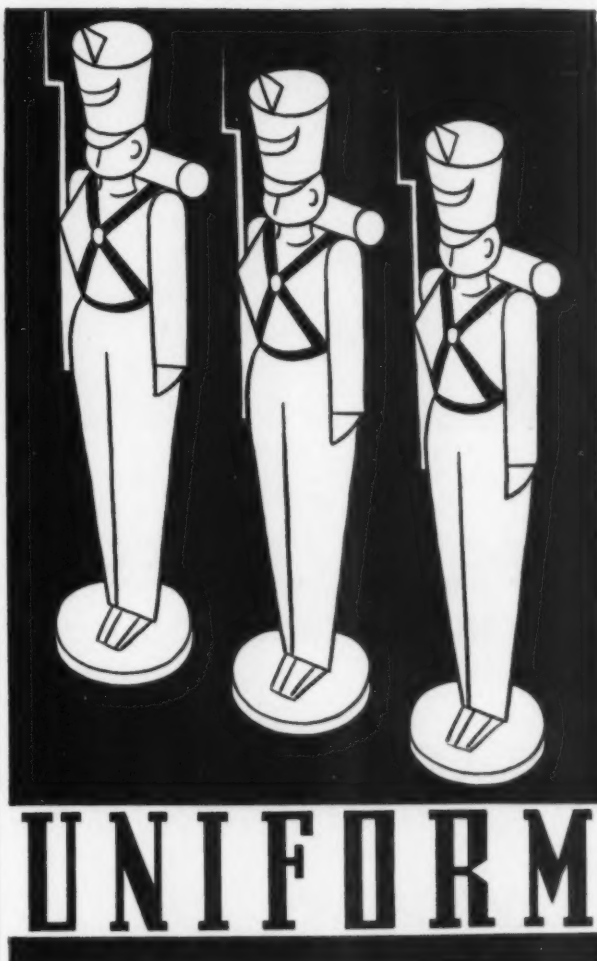
Trophy to Be Awarded Best Booth at the Exposition

THE National Confectioners' Association has announced an added feature of their annual Convention and Exposition to be held this year at the Palmer House in Chicago, the week of May 23rd. This is the award of a trophy for one year to the exhibitor displaying the best booth. The trophy will be 22 inches in height, silver plated and of modernistic design. It will, of course, bear the familiar emblem of the National Confectioners' Association, and will make an attractive addition to the display of the winning exhibitor.

The association plans to obtain the services of three neutral judges, selected from fields outside the confectionery industry, who are authorities on sales promotion and display work. The names of these men will be unknown to anyone but the secretary of the association. It will be the duty of this committee to select, not later than Tuesday afternoon, the three best exhibits, using the following table of points as a basis for their determinations:

	Points
1. How effectively does the exhibit present the company?	25
2. How effectively does the exhibit present the company's products?	25
3. How effectively does the booth personnel present the company and its products?	25
4. How does the exhibit rank in artistic attractiveness—in design, color, illumination, motion and special effects?	25
Total	100

The judges will make known their selection to the association, and at the Wednesday afternoon session of the Convention, the best exhibit of the three will be chosen by a vote of the active members. At the convention dinner Wednesday night the award will be made by Thos. J. Payne, president of the Association, and the trophy will remain in the possession of the winner until the next annual convention and exposition.



FOR ALMOST four decades, Hooton's Chocolate Coatings have been noted for their uniformity. Exacting standards of manufacture have always assured this quality in Hooton's. For Hooton was among the first to recognize that if a confectioner is to build substantial "repeat" business, the repeat sale *must duplicate*, not approximate, the original sale. In smoothness, in flavor, in color, in workability, you will find the highest uniformity obtaining in Hooton's at all times. We suggest that you write today, on your firm letterhead, for samples.

HOOTON
CHOCOLATE CO.
NEWARK, NEW JERSEY



for
PECTIN CANDIES
COMPLETE - READY TO USE

SPEAS MFG. CO. -- K.C. MO.

**THE UNSEEN
 ESSENTIAL**



• CHAS. PFIZER & CO., INC. •
Manufacturing Chemists
81 MAIDEN LANE, NEW YORK, N.Y.
444 W. GRAND AVE., CHICAGO, ILL.

Jobbers Urged to Return Reports To Dun & Bradstreet for Survey

THE National Confectioners' Association has asked the trade publications to urge the wholesale confectioners who have not sent in their questionnaires to Dun & Bradstreet, to be used in the Jobber Survey of Operating Factors for the Year 1936, to do so at once. Dun & Bradstreet, Inc., and the N. C. A. jointly are rendering this service to the wholesale confectionery industry without charge. The Secretary's office mailed over 7,400 questionnaires to the wholesale confectionery trade last month.

This survey is in connection with the valuable work being done by the N. C. A. Jobbers' Relations Committee. The Chairman is Malcolm A. McDonnell of the Puritan Chocolate Co., Cincinnati, Ohio. Associated with him in the work are Ira W. Minter, Minter Brothers, Philadelphia, Pa., and Alton L. Miller, Charles N. Miller Co., Boston.

Dun & Bradstreet emphasizes that the jobbers should fill out the reports properly, as "a number have been received in such a condition that they could not be used."

PECTIN JELLY GOODS For the Summer Line

(Continued from page 27)

of course, by the use of accurate scales in weighing the ingredients going into the batch, and an accurate thermometer to determine the cooking temperature which serves as a convenient and reliable end-point for batches.

More detailed information as to formulas and details of manufacture have been given in various articles appearing in *The MANUFACTURING CONFECTIONER*, such as "Pectin Jelly Formula Clinic," July 1934; also "Pectin Summer Jellies," March 1936, etc.

Pectin goods deserve careful consideration, not only at this time of the year in anticipation of the summer line, but as standard year-round items. They are popular and costs are low.

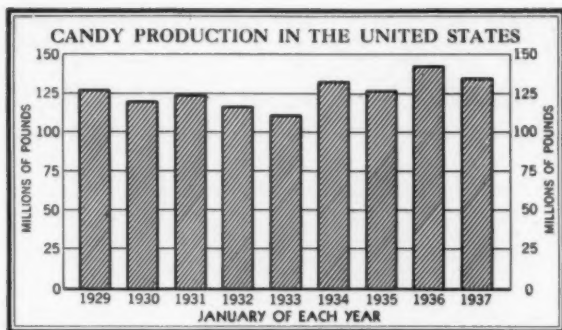
NEW DRIED EGG ALBUMEN PROCESS

(Continued from page 22)

under high pressure and are atomized by a nozzle similar in design to the device used on the business end of a fire hose. The spray goes into a blast of warm air. The receiving chamber is conical in shape and a suction machine at the bottom draws the powder through. It is accumulated at the bottom, run into a hopper, and then barreled.

This entire process, from the egg tank to the receiving barrel, is accomplished in only a few minutes. While the drying operation is under way, samples are taken every 15 minutes and tested in the laboratory to insure standardization.

Tests show that in beating the powdered egg white and water, foam will rise $6\frac{1}{4}$ inches in a standard test bowl if the albumen is excellent, 6 inches is superior and $5\frac{3}{4}$ inches is average. The new product is also said to contain a low percentage of moisture.



February Sales Up 5½ Per Cent

CANDY sales for February 1937 were 5½% larger than in February 1936. February sales amounted to \$21,070,000 compared with \$19,980,000 during the same month of 1936. Manufacturer-wholesaler sales were up 13½% in February 1937 over the same month a year ago. Sales for the first two months of 1937 combined were 15% higher than for the same period of 1936.

Sales of items competitive with confectionery produced in the chocolate industry were off nearly 20% on the February-February comparison and showed a decline of 13% for the first two months of 1937 as compared with the same period last year. Retail sales of confectionery were off nearly 6% in February 1937 as compared with last February, and were down about 5½% for the first two months combined.

According to a recent report by Corn Industries Research Foundation production of candy by confectionery manufacturers for January 1937 showed a decrease of 5½% during the same month in 1936. However, dollar volume for the industry during January topped that of the same month of the previous year by \$3,700,000 amounting to a total of \$24,173,000 as against \$20,473,000. A decline in sales of chocolate products competitive with other candies was attributed by the Foundation to the recent rise in the price of cocoa.

Louisiana Candy Registration Fees Under State Food and Drug Act

THE application to the candy industry of the registration requirements of the new Louisiana Food and Drug Act has been clarified as the result of a recent conference by A. M. Kelly, of the N. C. A., and Mose Jacobs, of Jacobs Candy Co., New Orleans, with the Louisiana Department of Health.

Candy products are broken down into five general classifications as follows: (1) Chocolate Candies, (2) Hard Candies, (3) Caramel Type Candies, (4) Gum Jelly Type Candies, and (5) Cream Type Candies. The maximum registration fee will be \$25.00 a year if a manufacturer distributes a general line of candy in the State of Louisiana. If he distributes only specialties the fee will be \$5.00 per year per classification. Dr. J. A. O'Hara, President of the Department of Health of the State of Louisiana has acknowledged and verified these classifications.

FOR

Hand Rolls

Creme Centers

Bon Bons

CONCENTRATED SEEDLESS FRUIT PUREES

for the real fruit flavors, which have never been imitated successfully.

Concentrated Purees give the natural fruit flavors because they ARE the actual fruit, with only the skins and seeds removed, and the flavor concentrated to make them more economical to use.

PURE RASPBERRY

PURE APRICOT

PURE ORANGE

PURE STRAWBERRY

PURE LIME

PURE GRAPE

Let a trial convince you of the sales possibilities and economy of CONCENTRATED SEEDLESS PURE FRUIT PUREES.

Further details and suggested formula gladly sent on request.

BLANKE BAER
EXTRACT & PRESERVING CO.

3224 So. Kingshighway Blvd.

St. Louis, Mo.

NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

August Merckens, Jr., Elected President

THE Merckens Chocolate Co., Inc., Buffalo, has announced that at a special election of officers August Merckens, Jr., was elected president, William E. Merckens, vice president, Theodore H. Merckens, secretary, William M. Armstrong, treasurer and Mrs. F. C. Von Wrangell, assistant secretary.

The firm is now operating on a twenty-four hour schedule. August Merckens, Jr., reports that last year was the best year in the company's history, and a new peak is expected for 1937. Several new numbers have been added to its line of coatings.

Penick & Ford Names Directors

AT the annual meeting of Penick & Ford, Ltd., Inc., Cedar Rapids, Iowa, and New York City, held last month at its New York offices the following directors were elected: F. T. Bedford, A. W. H. Lenders, R. C. Schaffner, J. B. Vanderbilt, T. G. Flaherty, David P. O'Connor, F. H. Bedford, Gilbert Kinney, U. M. Fleischmann, J. H. Lind, Jr., and W. E. Penick.

Bulk sales are under the direction of Mr. O'Connor, vice president, with headquarters in New York.

Pfizer Plans New Building

CHARLES PFIZER & CO., Brooklyn, N. Y., is planning the erection of a seven-story factory building at 344-56 Wallabout Street at the corner of Harrison Avenue, Brooklyn. The new structure will occupy a plot measuring 125 by 150 feet, according to the plans. Estimated cost is \$250,000.

Moisture—Rust-Proof Paint Compound

A NEW compound which when mixed with paint can be applied directly on damp or moist surfaces, has been announced by Wet-x-Hale Paint-Compound Company, New York City. To prepare for use, 5 parts of the compound are mixed with 95 parts of paint. The paint film will not peel or blister, and the surface underneath is protected against rusting and corroding.

Sarco Announces New Bucket Trap

A NEW inverted bucket trap which can be furnished with integral air bypass carried inside the bucket and consisting of a regular thermostatic trap element of the balanced pressure type has been added by Sarco Co., Inc., New York City.

Traps are available in sizes $\frac{1}{2}$ in. to 2 in. with bodies of cast iron for 125 lbs., semi-steel for 250 lbs., and cast steel up to 500 lbs. steam pressure. Valve heads and seats in all types are of stainless steel.

Fred Schwarze With Walter Baker

FRED SCHWARZE, formerly in charge of cocoa bean roasting, milling and pressing with Rockwood & Company, Brooklyn, is now with Walter Baker & Company, Inc., Dorchester, in the same capacity.

Cocoa Market Review for the Month

THE cocoa market of the past four weeks has been generally featured by the apathy of manufacturers to spot offerings. After fluctuating between 11 and 11 $\frac{3}{4}$ c per pound during March, the market turned very weak in the first week of April, breaking one-half cent a pound. Even with the decline, buying interest from manufacturers was small.

The United States visible supply, as constituted by New York warehouse stocks has been steadily rising in the past several weeks.

For the month ending April 8th, stocks had advanced from the March 8th total of 832,977 bags to the April 8th total of 974,800 bags for a net increase of 141,823 bags.

The spot market is believed to have become unsettled chiefly because of the heavy re-sale coating business that has transpired in recent weeks. During the bull market of 1936 many confectioners had contracted for large shipments of coatings on the basis of seven and eight cent cocoa beans. When delivery time arrived, several confectioners did not need the great amount ordered but took advantage of the price appreciation that had occurred and were thus able to offer coatings under the prices asked by the large grinders and yet at a good profit based on original cost.

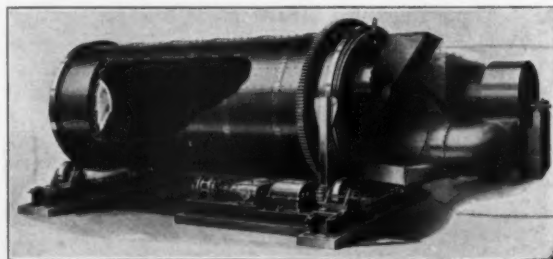
New Insect Destroyers

A NEW insect spray which is non-pungent, non-corrosive, non-staining, and non-poisonous is announced by the Mortene Laboratories, Chicago. It is used as a spray liquid wherever foodstuffs are handled and can be used with other compatible concentrates to reduce cost, or to form non-inflammable spray liquids.

The company also manufactures a radio insect electrocutor which destroys insects that come in contact with the screen. The unit does not short circuit or burn out in damp weather and it is shock proof.

Link-Belt Rotary Louvre Dryer

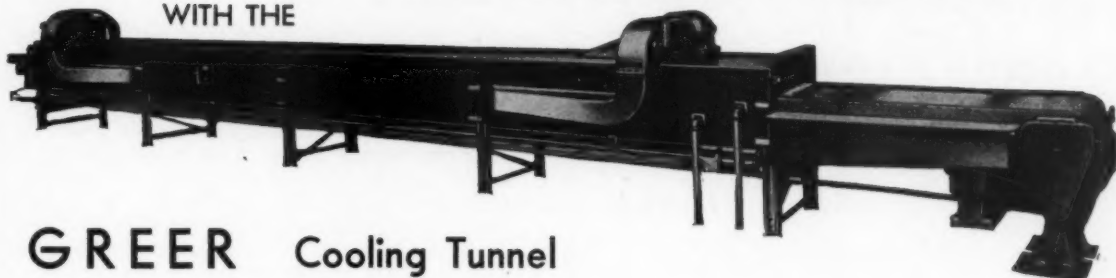
THE accompanying photo shows the Link-Belt Rotary Louvre Dryer, now being produced in America by the Link-Belt Company, Chicago. It is similar in principle of operation to the Dunford & Elliott dryer, which has heretofore only been made in England. A number of European chocolate and confectionery manufacturers have installations of a rotary louver dryer for various uses requiring drying; such as drying cocoa nibs, and roasting nuts. The sizes reported in use by



Link-Belt Rotary Louvre Dryer for drying cocoa beans, copra, sugar, etc.

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these confectioners range from 2 ft. 7 in. diameter and 4 ft. 7 in. long to 5 ft. 7 in. diameter and 14 ft. long. The latter size has a capacity of 2 tons of cocoa nibs per hour, evaporating 1200 lbs. of water per hour. The heating medium used was gas, direct fired.

Sugar, milk sugar, and copra are among other materials for which this dryer is used.

Premium Exposition May 3-7 Palmer House, Chicago

THE 7th National Premium Exposition and Convention will be held at the Palmer House, Chicago, May 3-7 inclusive. The Convention will enable the Premium Buyer to inspect and compare quality and price of the latest merchandise for premium use. The Women, Children and Retail Dealer Symposia will be held Tuesday and Thursday morning, 9 to 11, and will be most interesting and educational. A. B. Coffman, Exposition Manager, announces that there will be reduced railroad rates available west of Chicago.

Package Machinery Sales Office Moves

THE Package Machinery Company, Springfield, Mass., has moved its sales office from New York City to Springfield.

Container Earns \$1.97 a Share

CONTAINER CORPORATION OF AMERICA and subsidiaries, Chicago, reported a net profit of \$1,286,942 for 1936, which is equal to \$1.97 on 653,540 shares. In 1935 the firm showed a net profit of \$1,238,000 or \$1.89 a share.

Monsanto Advances Ed. Schuler

ED. SCHULER, Assistant Manager of the New York Office of Monsanto Chemical Co., has been made manager of the company's Pacific Coast District Office at San Francisco, where he will have charge of the sale of products made by Monsanto and its affiliated companies, succeeding Charles L. Fetzner. Mr. Fetzner, who has been at San Francisco for the past several years, will undertake important duties at the main office in St. Louis.

Newspapers and sports magazines throughout the country have been giving prominent space to the new world's rod and reel fishing record set by Harvey M. Harker, Monsanto's Assistant General Manager of Sales, St. Louis, who on March 21 caught a 106 pound Amberjack off Pass-A-Grille, Florida.

Leipzig Fair Reflects Improved World Trade

THE 700 year old Leipzig Fair which has just closed has established a new record of attendance which totaled 278,000 persons from 74 countries. The Fair comprised 8,897 exhibits, a gain of 10% as compared with 1936. There were over 33,000 exhibitors and buyers from foreign countries as compared with 25,000 last year. American participation showed an increase of fully 100%.

Bakers' Convention in Kansas City, October 24

THE 1937 Annual Bakers' Meeting and American Bakers Association Convention will be held in Kansas City, Mo., the week of October 24. The Kansas City Municipal Auditorium will be the main scene of the convention.

Milprint Transfers Harwick to Boston

PAUL M. HARWICK, of Milprint, Inc., Milwaukee, Wis., has been transferred to the New England territory with headquarters in Boston. He was formerly in the Eastern division.

Frank A. Nepper has been appointed Detroit Representative for H. Kohnstamm & Company, Chicago. He has been transferred from the Chicago office to the Detroit branch which is located at 1827 East Larned Street.

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Formula for Dipping Caramel on Coconut Bon Bons in Basket Machine

INQUIRY: We appreciate your letter on quality caramel, and as we make a specialty of coconut work, dipped bon bons especially, the writer has for some time been anxious to dip coconut bon bons in caramel on a basket machine. If you could enlighten us in regards to a caramel formula, we surely would appreciate it.—Pennsylvania.

REPLY: The problem you have presented is a difficult one, not from a formula standpoint, but from an equipment standpoint. In order to dip coconut bon bons in a caramel coating on a basket machine I am afraid you would have to have the caramel so hot that there would be a marked deterioration in texture and flavor. However, you may be able to work it out and therefore we are giving below a formula for a dipping caramel.

DIPPING CARAMEL

125 lbs. corn syrup
15 lbs. invert sugar
50 lbs. Plastic whole milk
15 lbs. 110° coconut oil
50 lbs. 80-20 cream fondant

Method—Put the plastic milk into a kettle that is fitted with stirrers and add an equal quantity of corn syrup and let the stirrers run without heat until the two are thoroughly mixed. Then add the balance of the corn syrup, the invert sugar and coconut oil. Then turn on a little heat until the fat is melted and thoroughly mixed with the rest of the ingredients. Then turn the steam on full and cook to a soft ball. Turn off heat and continue to let the stirrers run. Then add the 50 lbs. of 80-20 fondant and when melted and mixed with the caramel batch, it is ready for use.

Sticky Hard Candies And Gray Chocolates

INQUIRY: If you know a product that prevents sour hard candies from getting sticky, we would appreciate this information. Besides we should be obliged to you, if you could let us know a product that prevents chocolate from getting gray at a long storage. Lecithin does not satisfy for that purpose, and we are told, that in your country you use better products that protect the chocolate against getting gray in the open air.—Czechoslovakia.

REPLY: Regardless of how it is made, hard candy will become sticky if exposed to the air. If it contains an excess of corn syrup, or if a large amount of cream of tartar is added, it may be possible that the candy will actually dissolve if the humidity is high enough. When a high percentage of sugar (sucrose) is used, the candy will become sticky when exposed, but it will dry and a comparatively thin coating of grain sugar will form on the outside of the goods and this will act as a protective coating. As the candies age,

the grained coating gradually grows thicker until in time the candy grains throughout.

In answer to question 2, lecithin is being used in this country in chocolate coatings to retard graying. It is possible that you have been using a crude lecithin which contains large quantities of soy bean oil, whereas the lecithin used in this country for this purpose is a highly refined purified grade with all the soy bean oil extracted and sufficient cocoa butter added as a carrier to protect the lecithin. It is also possible that the lecithin has not been applied properly for this purpose.

Industry Employment Increases

DEPARTMENT of Labor bulletin for December 1936 which is based on the 3-year average 1923-25 to equal 100% shows that the average hours worked per week during December 1936 was 42.4% of the average hourly earnings during this month was 40.7 cents. Employment index was .3% above December, 1935.

INVERSION—What Is It?

(Continued from page 18)

by means of acetone, a process which makes possible a photomicrograph of the sugar, showing the physical structure of the sugars after a known time of inversion has elapsed. Simultaneously with these samples, others have been taken, and the amount of invert sugar present ascertained by determination of the reducing power of copper solutions. Figure 2 shows a photograph of the sugar, precipitated after 13 days, when it contained 14.65 per cent invert sugar, as determined by analysis.

The examination with the microscope of fondant while chemical action is taking place is enlightening and aids in understanding more fully just why the fondant has a soft creamy texture and absence of grittiness when tested between the teeth.

An excellent method (Jordan, "Confectionery Standards," 1933) of preparing the fondant for the microscope is to treat five grams of the mixture with successive washings in acetone. The residue can then be dried and mounted. Sugars have a refractive index so nearly the same as many of the mounting media that, for the mounts to be successful, high refractive index resins should be used. "Aroclor," a chlorinated diphenyl synthetic resin, obtainable from The Monsanto Chemical Company, has a high refractive index and is good for temporary and permanent mounts. With a magnification of about 150 diameters the newly formed sugar crystals are easily recognized by their size, sharp corners, and edges.

Observing the growth of crystals under the microscope, one is struck with the geometrical precision of the angles and edges, and it is here that growth often seems to be fastest. Figure 3 shows a distinct crystal form altogether lacking in Figure 1.

Figure 2 is a picture taken of the fondant batch before there is any decided growth of crystals of the invert sugar. It shows the sucrose crystals passing slowly into solution, losing their sharp corners and angles. The same effect can be obtained by slowly dissolving on the stage of the microscope finely ground sugar in a partly saturated solution of the sugar and water.

(Turn to next page)

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The following observations, then, have been made:

1. On storing fondants containing sucrose, honey, water and invertase over a period of weeks, the crystals of sugar present increase in size and yet at the same time develop rounded edges and corners.

2. The softness and non-gritty properties of the fondant appear attributable, in part at least, to (a) the further dissolving of sucrose crystals and (b) to the rounding of the edges and corners of these crystals.

3. A method may be developed to examine and to record by microscopic technique the size and shape of the sugar present as crystals in the fondant. This method would avoid crystallizing any of the sugar which exists in solution in the syrup surrounding the crystals.

These observations will be more thoroughly investigated and will form the subject of Part II of this article, which will appear shortly in a subsequent issue.

Frank G. Shattuck Passes

FRANK G. SHATTUCK, seventy-six, chairman of the board of the Frank G. Shattuck Company, New York, operators of Schrafft's restaurants and candy stores died March 14 after a short illness. The Shattuck Company is the parent concern of W. F. Schrafft & Sons Corp., of Boston, and Wallace & Co., Brooklyn, N. Y.

In 1897 Mr. Shattuck joined the confectionery firm of William E. and George F. Schrafft as a salesman. In 1898 in order to advertise and publicize the concern's candies in New York Mr. Shattuck opened a store at 1345 Broadway. In 1906 Mr. Shattuck formally joined forces with the Schraffts and the firm of Frank G. Shattuck was incorporated.

In 1929 Frank G. Shattuck Co. purchased W. F. Schrafft & Sons Corp. and in the same year purchased Wallace & Co., Brooklyn. There are now 43 chain stores being operated.

The will of Mr. Shattuck disclosed that most of his estate was left to his family. His wife is bequeathed \$50,000 and a life interest in one-fourth of the residuary estate. After making provisions for his two sisters, a niece, a sister-in-law and nine grand-children, Mr. Shattuck directed that parts of the residue be given outright and other parts be held in trust for the benefit of his four sons. Ann M. Herlt and Grace M. Austin, employees, were bequeathed a thousand shares each of stock in the Frank G. Shattuck Co.

J. E. Ziegler Named Firm Head

J. EDMUND ZIEGLER was recently elected president of the George Ziegler Co., Milwaukee, Wis., succeeding his father, Frank P. Ziegler. Herbert G. Ziegler was renamed vice-president and Andrew I. Ziegler, secretary and treasurer. Theodore F. Ziegler succeeded J. Edmund as second vice-president. All officers and H. W. Zummach, cashier of the American State Bank, make up the board of directors. F. P. Ziegler is chairman of the board.

Monsanto Increases Stock

STOCKHOLDERS of Monsanto Chemical Co., St. Louis, Mo., approved an increase in capital stock of 2,000,000 shares, of which 275,000 will be no par preferred and 1,725,000 no par common stock. There are at present 1,114,409 common shares outstanding.

John J. Ballweg, of Novia Candy Co., Dies in Crash

JOHN J. BALLWEG, twenty-three, secretary and treasurer of the Novia Candy Co., Brooklyn, N. Y., was killed in an auto crash, March 22. The accident occurred when the car in which he was accompanied by Cyril A. Baldwin collided with a milk wagon. His companion was also killed. He is survived by his mother, Mrs. Elizabeth Loeffler Ballweg, two sisters and a brother. His father, the late John J. Ballweg, who died last year, had been president of the firm and was active in the N. C. A.

SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City

AT THIS writing it looks as if the weather has finally settled and we will have some spring. The past few months have been about as bad as the Middle West has ever experienced. While the temperature was not so low this winter, we experienced more ice and snow than we



have had for years, which made traveling by motor very hard and hazardous. Some jobbers informed me that for weeks at a time they were unable to get to some of their customers, which naturally retarded their volume. But now it is all over it seems but a dream and in a few days it will have been forgotten.

* * *

Renz Edwards, President of the F. S. Edwards Tobacco Co., Kansas City, Kan., flew to New York a few days ago on business. It's hard to find Renz in, as he spends much of his time away from his office, and his

favorite mode of traveling or transportation, I should say, is by airplane.

* * *

The following comes from Louis German, who represents the Ambrosia Chocolate Co., Milwaukee, in the State of Iowa. "So your son left college on account of poor eyesight." "Yes, he mistook the dean of women for a coed!"

* * *

Otis Longbottom, for several years with the Hollywood Candy Co., Minneapolis, is now representing the Schutter Candy Co., Chicago, on his old territory in the Middle West. Good luck, Otis!

* * *

George Stevens, son of E. G. Stevens, one of Wichita's most outstanding jobbers, recently accepted a position with the Harlich Mfg. Co., Chicago, and will cover several mid-western states. George is a likeable fellow and I predict success for him in his new venture.

* * *

Gordon Raymond, who represents Chas. N. Miller Co., Boston, in the East and is an old friend of mine, by the way, sent me the following: "What is it that a man likes most about us old fashioned girls?" "The fact that you're gradually disappearing." Knowing Gordon as I do, I know the above is not his idea!

* * *

Easter has passed and from all that I have been able to gather from the jobbers, their sales on Easter goods this year were satisfactory and were a little ahead of 1936—which helps. Now that Easter is over, the jobbers can get down to business and sell staples, the sales on which have suffered the past several weeks.

Jobbers Oppose Too Early Shipments

A great many jobbers have voiced their objection to too early shipment of special seasonal goods, on the grounds that this is detrimental to the sale of staples, and I am inclined to think that they are right. For example, the manufacturers start shipping Easter goods the first of January, or even before if they can. Then the jobber's warehouse becomes so loaded with Easter goods that he goes out and sells them to the retailer, who in turn usually keeps them on his case until about 2 to 2½ weeks before Easter. In the meantime he has no money or room for staple merchandise, so does very little business.

It's O. K. to take these orders ahead of time, but why ship them so early? Why cannot the factories get together and ship at about the same time, thus helping to maintain their staple business that much longer?—C. RAY FRANKLIN.



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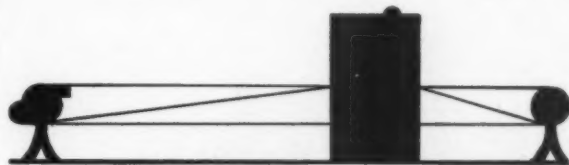


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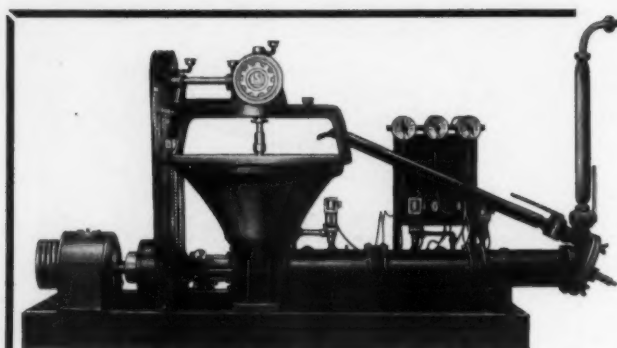
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Kraft Introduces 10c Toffee Bar

KRAFT-PHENIX CHEESE CORP., Chicago, is introducing a new butter-toffee bar in a 10c size. This bar contains a fresh creamery butter toffee, selected Spanish almonds, and is coated with whole milk chocolate. It has a maroon and yellow outside wrapper, and an inside wrapper of gold foil. It is being offered to dealers in a special introductory size box of 14 bars for the price of 12.

Commenting on the timeliness of the new 10c toffee bar, Seymour Soule, sales manager of the Confections Division of Kraft-Phenix, said, "Intensive study of the candy bar market and changing buying habits shows that the time is ripe for a high-quality toffee bar. The time has passed when consumers' purchases are controlled first by price, then by quality." Higher material costs were a factor in determining the price.

CONFECTIONERS' BRIEFS

George Diamant of Diamant, Inc., Chicago, has sold his factory and is now in London, England. It is reported that the key personnel includes Mr. Campbell who is head of the firm, A. B. Chaffee who continues as sales manager and H. H. Hirsch continues as superintendent.

Hollyhock Gardens, of Buckland, Mass., handling bakers' supplies, maple syrup, honey beeswax and maple sugar, is starting to manufacture Pralines.

New England Confectionery Co. and subsidiaries, Cambridge, report net income for 1936 as \$143,029, equal to \$7.37 a share on 19,417 shares.

Hollywood Candy Co., Minneapolis, is establishing a branch factory in Davenport, Ia., having taken over the Haligan plant. About 250 will be employed.

James F. Cyphers, formerly production manager of Rockwood & Co., Brooklyn, is now plant manager. George Scheu is now plant superintendent and Arthur Coutts, Louis DeRusso and Peter Cantaloupo are assistant superintendents.

James W. Carkner has been re-elected president of Loft, Inc., Long Island City, N. Y. A. B. Hoppe was named executive vice-president and W. W. Masters treasurer. Mr. Carkner indicates sales gains in rehabilitated Loft stores are ranging from 20% to 60% over comparative periods of 1936.

Happiness Candy Stores, Inc., New York, reports for 1936 a net loss from operations of \$210,590, exclusive of profit and loss items. Net loss from operations in preceding year was \$296,435. Profit and loss deficit at close of 1936 was \$2,193,094 compared to a deficit of \$1,887,310 on Dec. 31, 1935.

Frank G. Shattuck and subsidiaries, New York, report a profit of \$1,082,562. Net sales for the year increased \$1,082,686 over 1935.

Scharf Brothers, Inc., New York, filed a voluntary petition for reorganization. Liabilities of the concern were listed at \$94,437; assets \$148,541.

Life Savers, Inc., Port Chester, and subsidiaries report net profit of \$844,134 for 1936, equal to \$2.41 a share on 350,140 shares, compared with \$814,431 or \$2.32 a share in 1935. Current assets on Dec. 31 were \$2,793,686 including \$898,333 cash, and current liabilities were \$337,562.

Mr. Schroder, 33 Pine Street, New York, is contemplating manufacturing peppermints and lozenges.

American Candy Co., Milwaukee, reports a net loss of \$27,271 for the year ended Dec. 31, 1936. In 1935 the firm showed a loss of \$12,721. Current assets are \$234,985 and current liabilities, \$65,389.

Ideal Candy Mould Co., Racine, had a fire recently which caused a \$1,000 damage.

De Mets, Inc., Chicago, has filed suit for an injunction against the four De Met Brothers, George, James, John and Nicholas, charging that they changed their names from Papas to De Met while employees and stockholders of De Met's, Inc. The suit seeks to restrain them from using the De Met name in the operation of three downtown restaurants.

The Maillard Corporation, New York City, claiming to be America's oldest candy manufacturer, on March 24 honored Mrs. Amorette E. Fraser, Brooklyn's oldest mother, on her 101st birthday at the Plymouth Institute, Brooklyn. Arrangements are being concluded for Mrs. Fraser to be the honored guest of the firm on Mother's Day, when the company will celebrate its 89th anniversary.

Curtiss Candy Co., Chicago, announced March 15 a voluntary wage increase of 5c per hour for all hourly workers. A reduction in weekly working hours for all office employees from 44½ to 40 hours was announced April 1. Salaries remain unchanged.

Hershey Chocolate Corporation, Hershey, Pa., has declared quarterly dividends of 75c on common stock and \$1 on preferred, payable May 15 to stockholders of record April 24.

The Wm. Wrigley, Jr., Co., Chicago, has declared a series of six monthly dividends of 25c each. The dividends will be paid to stockholders of record April 30 on May 1; May 20 on June 1; June 20 on July 1; July 20 on August 2; August 20 on September 1, and September 20 on October 1. A special dividend of 50c a share will be paid on May 1.

The Richard W. Kaase Co. of New York has launched a chain of retail confectionery and bakery establishments. It is a subsidiary of the Richard W. Kaase Co. in Cleveland, where it operates a similar chain. A candy plant has been opened at 241 W. 64th street, New York. T. M. Schneider, who is secretary of the firm, is in charge of production.

Lawrence Goulet is no longer with **Illinois Candy Co.**, Chicago, where he was sales manager.

The Estate of Walter O. Burke Candy Company, Chicago, is retaining the services of **Conrad Spoehr** in a consultant and technical capacity.

CANDY STORE TEA ROOMS And Restaurants

(Continued from page 25)

sible exception of London and Berlin, space is not as expensive as in the United States, so that it is not unusual to see ladies spend several hours seated at a table and nibbling at a sweet meat and partaking of refreshment.

Reason for Tea Room Success

In analyzing the success of all these institutions, it is undeniable that there is some reason for it. For instance, in Holland there are a number of little chocolate shops where one can get some of the famous Dutch chocolate and a tidbit at a nominal sum. This is also true in Switzerland, France, and most of the other European countries.

This brings me back to the thought I have in mind for our American candy tea rooms. Realizing the increasing competition, I again stress the necessity that such firms develop an individuality in their cooking; especially in certain items which will bring the customers back repeatedly.

Some Suggestions

One frequently hears that men try to steer clear of the candy tearooms. In talking to many of the



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assures an
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Rates from \$1.50
Two Restaurants

Bathe your way to health in the mineral waters of this famous government-supervised spa. Through a treatment of baths and through drinking the mineral waters thousands have found relief from rheumatism, arthritis, neuritis, gout, diabetes and other diseases. Nervous disorders disappear in the vigorous outdoor life of Hot Springs, that features golf, horseback riding and hiking.

Come and Play—Regain Health

MAJESTIC HOTEL
BATH HOUSE AND APARTMENTS

H. GRADY MANNING, Pres.
SOUTHWEST HOTELS INC.

BRUCE E. WALLACE,
Manager

Write for free
Descriptive
Literature



sterner sex throughout the country, I have heard these objections with which most women will also agree: Frequently the tables are too small for comfort. The tables are not cleared promptly enough. Where table cloths are used, they are not changed as frequently as should be done. Men don't like wobbly tables. Arrangements should be made to polish the silverware more frequently. This should not be overlooked by the modern tea room in competition with the hotel coffee shops.

Men object to those little tissue napkins which so many tea rooms serve. They do not object, however, to the paper napkins if they are large enough. They also object to the little side dish of salad which a he-man can swallow with one gulp. When serving dinner, why not serve more liberal portions of vegetables? Ordinarily these do not cost as much as the meat course, and it makes the whole dinner appear more generous.

Many tea rooms employ so-called trained dietitians who plan the menus. In this regard, I cannot understand why some tea rooms do not work out better balanced luncheons, as related to the starch and carbohydrate content. I have seen some luncheons that served macaroni, potatoes, and peas, and others serve carrots, beets, squash. A person with a little imagination and a knowledge of food combinations can contribute immensely toward the success of a food establishment. It is very important to work out a well balanced menu, also having in mind the effectiveness of colors, so that the whole serving will not only taste better but look more appetizing. As an illustration of what can be done, observe the reputation that Carder's in Chicago have built with their sizzling steaks.

Some candy tea rooms do not take sufficient advantage of the fact that their kitchens are operated by women, who under proper control can produce foods of that popular "homey" flavor. Wherever these women chefs have the faculty of producing "pies like mother used to make" or hot breads and rolls, for which the Southern mammies are so famous, you will find crowds of customers.

In all the Scandinavian countries one is impressed with the beautiful and appetizing Smorgasbord. I saw on the Smorgasbord display at some of the Swedish and Norwegian restaurants 25 to 40 tempting dishes. Why can't this give some of our own tea rooms an idea? The American women dote on this kind of food.

America is rapidly getting a reputation for its salads. Why not develop more dishes along this line?

There is a certain chain of restaurants which did more to develop the sandwich than any other restaurant has done in 15 years, and there is just as much room ahead for further development.

Above all else the coffee served must be right. With the facilities and the inexpensive equipment which the candy tea room can have for the dispensing of coffee, there is no reason to serve inferior coffee. So many try to make a saving in cost by serving a coffee that may cost two or three cents a pound less than regular standard brands of a recognized quality. How foolish, when one gets 20 cups out of a pound of coffee, and especially in view of the fact that most customers order it and form their opinion of the tea room accordingly.

Of course, the greatest appetite appeal is found in the shop where cleanliness reigns supreme.

Candy. Packaging

- SUPPLIES
- SALES AIDS
- MERCHANDISING

THIS SECTION APPEARS MONTHLY IN THE
MANUFACTURING CONFECTIONER



The Key to Profits ... is in the wrapping

YES, it certainly is. You can make profits in two ways with our GH type wrapping machine. You can save both in material and the labor of putting on the wrappers, particularly on irregular shaped bars.

For instance, one of our customers has fifteen of these machines saving dollars for him. Other users have one or more, as their volume demands. The GH is a necessary tool to reduce costs and meet competition.

Another thing, if you want to change the shape or size of your piece, the GH is ready for you too—easily adjustable in a few minutes. Handles printed material in roll form, and the electric eye registers the panel accurately, no matter how long the run. Printed roll stock is, of course, 15 to 20 per cent cheaper than cut-to-size sheets. In general, the machine uses less material than required for hand-wrapping, an additional saving.

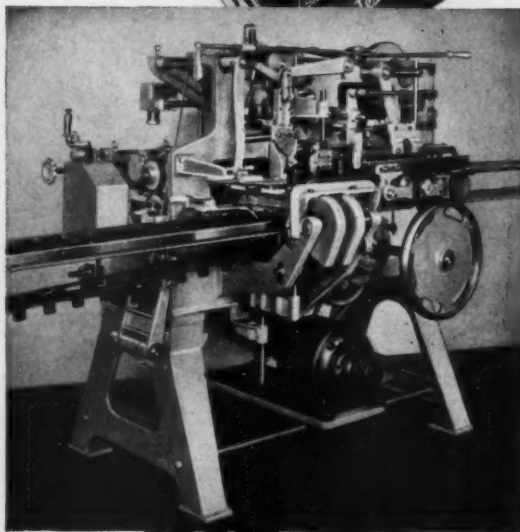
Let Our Wide Experience Help You

Our long experience in packaging hundreds of products will help you to get more distinctive, more profitable wrapping at less cost. Address our nearest office.

PACKAGE MACHINERY COMPANY, Springfield, Mass.

NEW YORK CHICAGO CLEVELAND LOS ANGELES

MEXICO, D. F.: Apartado 2303 Peterborough, England: Baker Perkins, Limited
Melbourne, Australia: Baker Perkins, Pty., Ltd.



PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

CANDY PACKAGING AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

Candy Packages and Equipment AT THE PACKAGING SHOW

★By EUGENE C. PILCHER

THE latter part of March saw all roads leading to the Pennsylvania Hotel in New York City, where the Seventh Annual Packaging Show of The American Management Association opened its doors to approximately 10,000 executives who are interested in one way or another in the packaging, packing and shipping of the merchandise which is manufactured and distributed by the industrial population of the country.

Although this show was general in its scope, many of the manufacturers who had exhibits there—and these included lithographers, paper manufacturers, box manufacturers, manufacturers of packaging machinery and other industries related to packaging—exhibited packages of candy. Some of the packages displayed at various exhibits were those of Beech-Nut, Kerr's, Bunte, Mackintosh, Nestle, W. H. Hood, Allen's, Wunderle, Kraft, Bonomo, Greenfield, Whitman, Hershey, Mason, Au & Magenheimer, Chase, Reymers, Bakers, Shotwell, Schrafft's Daggett, New England Confectionery, Bishop and Suchard.

In demonstrating a package wrapping machine, the **Packaging Machinery Corp.** was using boxes of Whitman's candy. At the booth of **Sylvania Industrial Corporation** the prize winning Suchard packages were exhibited. These were the packages using **Sylphrap**, and designed by **Forbes Lithograph Mfg. Co.**, which won the Bronze Award in the All American Packaging competition. An illustration of these packages was shown in the March issue of this publication.

An interesting "Before and After" display at the booth of **Hinde & Dauch Paper Company** showed the old and new shipping containers used by Wm. M. Hardie Co. Another booth that attracted much attention was that of **The Manufacturing Distributor Co.** At this booth, Mr. V. B. Edwards, President of the company, was demonstrating the rather unusual and fascinating **Eltekon Shredding Machine**. Among the exhibitors of packaging materials, equipment, supplies and other product serving the confectionery industry were:

American Coating Mills, Inc., Amsco Packaging Machinery, Inc., Armstrong Cork Company, Bakelite Corporation, Charles Beck Machine Co., Better Packages, Inc., B. H. Bunn Company, Celluloid Corporation, Cleveland Container Company, Container Corporation of America, Dexter Folder Company, E. I. du Pont de Nemours & Company, Einson Freeman Co., Inc., J. L. Ferguson Company, General Box Company, General Plastics, The Hinde & Dauch Paper Company, International Tag Company, and Jiffy Manufacturing Company.

Kalamazoo Vegetable Parchment Company, E. P. Lawson Company, Inc., Bert C. Miller, Inc., Robert Minkow Machine Company, National Adhesives Corporation, National Metal Edge Box Company, New Jersey Machine Corporation, and Owens-Illinois Glass Company.

Package Machinery Company, Peters Machinery Company, Pneumatic Scale Corporation, Ltd., Reynolds Metals Company, Inc., Riegel Paper Corporation, Sefton Fibre Can Company, Sherman Paper Products Corporation, F. J. Stokes Machine Company, Stokes & Smith Co. Sylvania Industrial Corporation, Triangle Package Machinery Company, U. S. Automatic Box Machinery Company, and Wrap-Ade Machine Co., Inc.

At the booth of the **Cellophane Division of DuPont** there were many candy packages exhibited. The most novel were the small packaged goods, consisting of tiny envelopes carrying a few pieces of hard candy.

It was interesting to note that practically every manufacturer of transparent papers was exhibiting hard candies, caramels, etc., individually wrapped. This is something new and comes as a result of public demand. It has long been the custom to wrap several pieces in one package, but the consumers found that after they had torn the outer wrap from the package, there was no way to keep the pieces from gathering dirt, lint, etc. from the pockets of the men or the bags of the women. The individually wrapped pieces have solved this problem.

The Irwin D. Wolf Award for distinctive merit in Packaging was given to Gustav Jensen for his **Adrienne Cosmetic** family of packages. Although no candy packages received an award in the competition, **Andes Candies** did receive Honorable Mention under the classification of "the most effective use of more than one color." (Turn to page 55)

NECCO'S

Depression - Tested SALES POLICIES

★By HARRY R. CHAPMAN

Vice-President, New England Confectionery Co.

As Told in Executive Service Bulletin, Metropolitan Life Ins. Co.

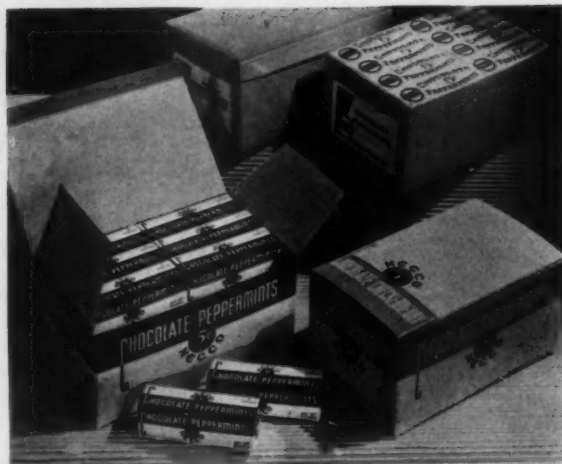
IN OUR organization, we think of marketing as everything that takes place after production has been completed. Listing the elements which compose the marketing job in the order of their proper sequence, we have the following set-up for placing Necco sweets in the hands of the consumer:

1. Merchandising. 2. Sales. 3. Advertising. 4. Sales Promotion.

The first step—Merchandising—takes place at the factory in the packaging and dress-up of the product. The problem of how the product can be offered for sale with the most effective appeal to the consumer is one for the merchandising department to solve. Frequently we find it necessary to consult a jury of consumers to get the right answer. Must the item be packed in glass, tin, cardboard, or wood? Should it be wrapped in foil, glassine, or Cellophane? What color combinations should be used on plain or display containers? These questions must be answered correctly before sales are made. And, needless to say, the degree of correctness with which they are answered has an important bearing on sales.

Having finally finished with merchandising work, the product is presented to the sales organization to secure the required distribution. This is done through jobbers and retailers, and through a well-trained, aggressive group of salesmen who are charged with the responsibility of spreading the product among the largest possible number of outlets. Having secured adequate distribution, the next step is advertising, which lays down a barrage of information to consumers and the trade, and acts as a suction pump to speed the movement of the goods through the distribution channels into the hands of the consuming buyers.

Then, as a final step in the speeding-up process, sales promotion is given to jobbers and retailers through dealer service work, which includes store displays, window dressing, actual selling for the jobber by missionary men, and the dissemination of trade literature of many varieties. In the practice of sales promotion through missionary men, it has been our experience that best results are obtained by assigning these men to individual territories rather than have them work by the flying squadron method. In the former case, they become a permanent fixture with the trade; they build up a personal acquaintanceship with retailers;



Modernized packages are part of Necco's program. Their new Chocolate Peppermint cartons, by Gair, were given consumer tests before releasing nationally. Before redesigning the old package, also above, was submitted to The MANUFACTURING CONFECTIONER'S Packaging Clinic for suggestions.

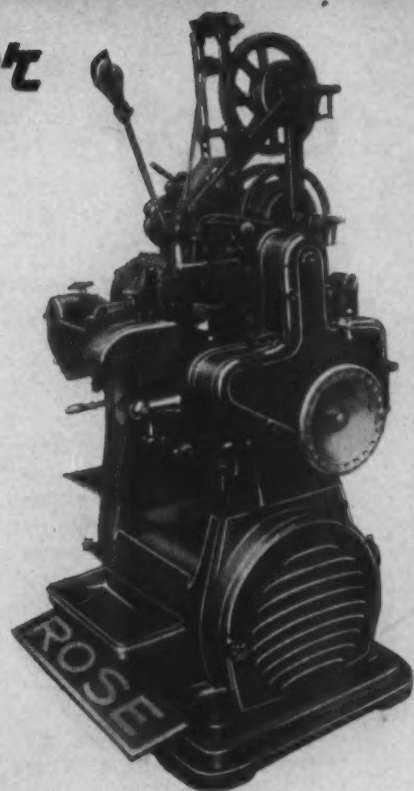
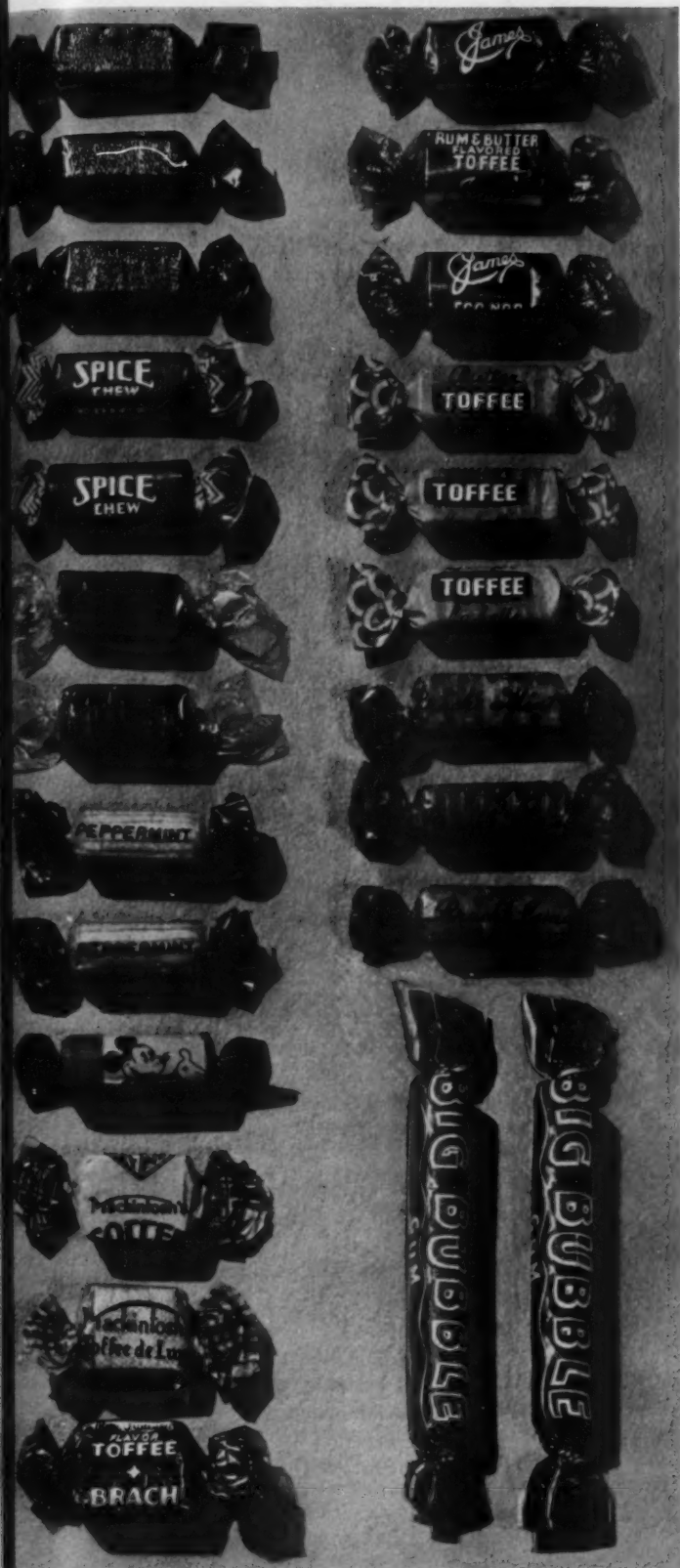
they work with jobbers' salesmen and educate them to a better knowledge of the Necco line. Working on the flying squadron plan, they are limited as to time and are interested only in making sales at high pressure, often being tempted to make promises which cannot be fulfilled, thus leaving an aftermath of ill will, difficult to dispel. Sales promotion activities must be geared to the whole marketing program to be most effective.

Having thus broadly defined the marketing job, we come to marketing research—a separate force which is to the job of marketing what the research laboratory is to production. Its full value will not be capitalized until its use become consistent and continuous rather than spasmodic. It is not a luxury to be enjoyed only by academic workers and huge corporations. It is applicable to all business concerns—sick or healthy, and regardless of their size. There is nothing abstract or indefinite about research if it be correctly applied. It is an intensely practical means of securing more profits and then insuring those profits. It helps to make profits on a larger scale and mistakes on a smaller scale.

Continuous Research Essential

The pressure of progress is relentless, and we have found that only persistent research can convert it from a stumbling block into a stepping stone. This is beginning to be recognized by shrewd investors, who are now inclined to inquire whether research has been adopted by a concern before they entrust their funds to it. The history sheet of any business is important, but its probable future is even more so. Business managers and investors alike may properly ask, "Where do we go from here?" Intelligent research provides much of the answer, together with insurance for the answer. Mistakes in business will always be made, but research will avoid many of them and cause the balance to be made on a reduced cost basis. Therefore, we may say that business research involves the scientific study of facts and methods related to the marketing of products (Turn to page 54)

Rose Albion Flyer



*Variety is the
Spice of Life—
apply it to your Production*

The Rose Albion Flyer is indispensable for the modern confectionery plant, a necessity equally successful for wrapping hard candy, toffee, chewing-gum and other plastics in a variety of shapes and sizes.

In the R.A.F. you will find a machine to fit your individual needs, that will wrap your products securely as well as attractively. Wrapping materials of many kinds can be used including waxed-paper, glassine or transparent cellulose, with the assurance that your candy will retain its appetizing freshness.

Speed is a feature—this machine forms, cuts and twist-wraps at the amazing rate of 500 to 850 pieces per minute. New types of confections, including profitable bulk-items may be successfully added to production with this versatile machine.

Let Us Tell You More About the Rose Albion Flyer!

AMERICAN MACHINE & FOUNDRY CO.
11 FIFTH AVENUE • • • NEW YORK, N. Y.

CREDIT—A Safeguard to Profit

Related to Sales

★By **CHARLES F. SCULLY**

Treasurer, Williamson Candy Company, Chicago

THE nature of the credit man's job must vary in different industries. It goes almost without saying that if you are in the business of selling big guns or ammunition to a foreign country, the most important subject first to be discussed is "Will we be paid, and what guarantees have we?" Credit here is of paramount importance.

In the candy industry, where most of the volume of production is sold to a large number of small business men, and where distribution is a necessary factor to sales promotion, the work of the credit man is still of great importance, although not necessarily of prime importance. His work in our industry takes on the added complexity of not answering the question, "Will we be paid and what guarantees have we?" but "How can we help and encourage a distributor in a particular locality who will handle our merchandise for us and will pay us for any deliveries?"

This problem brings the credit man right into the heart of the jobbers' own problems. It compels the credit man to recognize honesty and good business judgment as having more value under certain circumstances than a fat bank account, because there may not be any fat bank account available for him to work with. It is far more important as an aid to our sales department that the credit man help our jobbers, than that we be assured of their ability to pay before we ship.

Early this year our credit manager was asked to compile a list of our jobbers who were being sold on a sight draft basis and to clearly show the reasons why these accounts could not be placed upon an open account basis. It reflected great credit upon our department that of the total number, only three could be classified as possibilities for open account, and it is also to be noted that these three, at the time the request for information was made, were being given consideration for open account.

The sales department and the credit department must work in very close harmony and there should be, I believe, no element of dogged persistence on the part of either that an account be shipped or not be shipped. If, after due consideration of the facts, the sales department cannot "sell" the credit department, or vice versa, someone in the organization not in the sales department nor in the credit department should review the facts and impartially pass judgment.



CHARLES F. SCULLY

Indiscriminate and unwarranted allotment of credit does not help either the jobber or the manufacturer and is perhaps the most dangerous practice that can be perpetrated upon the jobbing community at large. But in defense of all credit men, it can be stated that this situation develops not as a result of a credit policy, but more as a result of credit policy subjugated to an unnatural sales policy.

J. R. Wagar, of Brach's, Heads Confectioners' Group At National Credit Congress, Chicago, June 21-24

THE 42nd Annual Convention and 7th Credit Congress of Industry of the National Association of Credit Men, will be held at the Stevens Hotel, June 21-24, 1937.

The National Chairman of the discussion group for Confectionery manufacturers is I. R. Wagar, E. J. Brach & Sons, Chicago. Vice Chairmen are B. Frank Fox, Lamont Corliss Company, New York City, and W. S. Gruger, Imperial Candy Company, Seattle, Washington.

NECCO'S DEPRESSION-TESTED Sales Policies

(Continued from page 52)

and the study of the markets in which the products are sold. It supplants arbitrary action with planned action.

Our interest in establishing a separate research department within our own business began when a study of marketing was made, and it was demonstrated convincingly to us that this work of marketing analysis should be perpetuated on a permanent basis. As a result of our studies, the following points of policy have been adopted by our company.

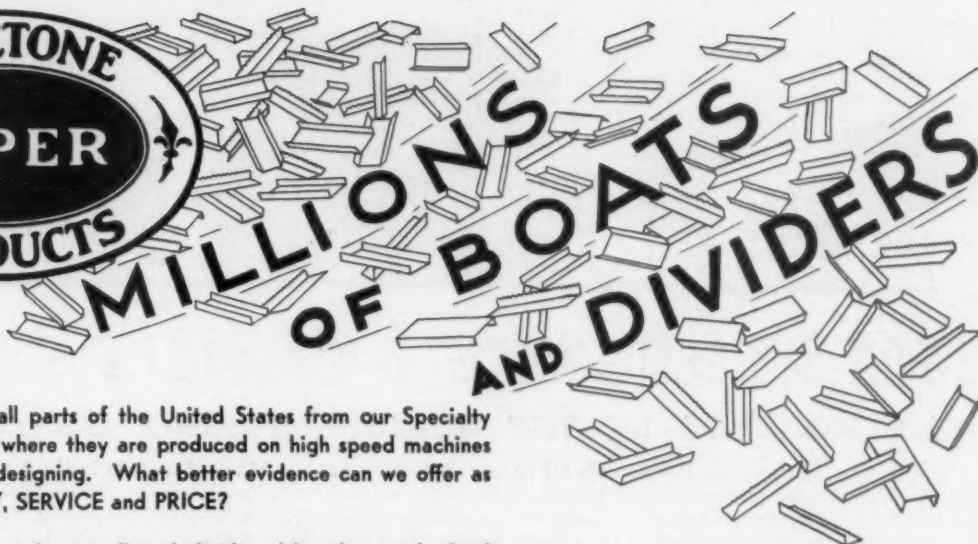
Points of Policy Adopted

MANAGEMENT

1. Recognize that sales are the company's major problem.
2. Adopt a sales viewpoint and subordinate all company functions to the sales function.

PRODUCTS AND PRICES

3. Have the merchandising department work on all products primarily from the sales angle.
4. Make a combination study of the product line from both the sales and production standpoint with the view of reducing its length.
5. Continue the present policy of abstaining from the use of draw packages, premiums, and free goods.
6. Continue the present one-price policy to all trade in the same class.
7. Study volume possibilities of products and be ready to make prices based on knowledge, thus acquired, of possible production.
8. Adopt a production policy that places emphasis on what can be sold and not what the company wants to make.
9. Regard all types of jobbers with equal favor in the distribution of the company's products.



Shipped to all parts of the United States from our Specialty Department where they are produced on high speed machines of our own designing. What better evidence can we offer as to **QUALITY, SERVICE and PRICE?**

Boats (plain and printed) and dividers (chocolate and white) are but two of the many products in the Sweetone line. Also dipping papers, box liners, globular parchment, die cut specialties, glassine, waxed papers and Flossine, "the candy mat supremel"

**LET US QUOTE ON
YOUR REQUIREMENTS**
(If we are not already supplying same)

GEORGE H. SWEETNAM, INC. 282 - 286 PORTLAND STREET CAMBRIDGE, MASS.

10. Judge distribution channels primarily by their ability to provide complete distribution of the company's products.
11. Train all salesmen to sell all classes of trade.
12. Pass raw material savings on to the consumer through the size of the product on certain major items.
13. Adopt a policy of bringing out at least one new item monthly.
14. Establish a routine for pretesting all new products.
15. Coordinate efforts to bring all possible sales pressure to bear on a successfully pretested new item.
16. Increase attention paid to "dress-up" an entire product line.
17. Make institutional advertising the foundation of the company's advertising effort.
18. Use "NECCO" rather than the company name in advertising.
19. Adopt a firm advertising policy and carry it out consistently.
20. Sell the sales force and the trade on the company's advertising.

SALES ORGANIZATION

21. Assign permanent detail men to salesmen's territories.
22. Regard detail men as a source of future sales material.
23. Provide quotas that appear reasonable and attainable to all salesmen.
24. Provide incentive for the salesmen through the use of a compensation plan based on results.
25. Budget traveling expenses for control only.

SIZE AND TREATMENT OF ACCOUNTS

26. Make a study of the profitableness of various sizes of accounts.
27. Do not adopt a policy of "exclusive" accounts.

MISCELLANEOUS SALES MATTERS

28. Adopt a definite policy of field contact by executives outside of the sales department.
29. Create enthusiasm in the field by selling the company and its products to the field force.
30. Create the sales story on the company's products in the home office.

CREDIT DEPARTMENT

31. Inject personal touch and secure knowledge of individual credit problems through field contact.

As a result of the application of these policies, we were able to avoid many of the pitfalls incident to the depression period and we continued to pay dividends regularly out of profits made.

AT THE PACKAGING SHOW

(Continued from page 51)

Also, **Merck & Co. Inc.**, who furnish Citric Acid and several other products to the confectionery manufacturers, received Honorable Mention for their Ether Drums under the classification of "the most effective shipping container from the standpoint of merchandise and construction ingenuity."

The General Foods Display, entered by the **Hinde & Dauch Company** and used by the General Foods Corp., captured first place in the classification: "floor display pieces that most effectively display the unit package." This was a "Serve Yourself" display carton for Jello.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

THIS MONTH

\$1.00 to \$2.00 per Pound Chocolates and Chocolate Bars

Code 4A 37

Nut Bisque Bar— $1\frac{3}{4}$ ozs.—5c
(Purchased at a department store, Chicago, Ill.)

Appearance of Bar: Good. Printed glassine wrapper, gold foil back.

Size: Good.

Coating (dark)—Color: Good. **Gloss:** Good. **Taste:** Good.

Center (Chocolate Nut Paste)—Color: Good. **Texture:** Good. **Taste:** Good. **Remarks:** Center is different and good eating. Seldom do we find a bar with a new center. While this center has been used in count goods, this is the first time that the Clinic has found it in a 5c bar.

Code 4B 37

Short Nougat Bar—2 ozs.—5c
(Sent in for Analysis—No. 4249)

Appearance of Bar: Wrapper is cheap looking. Foil paper back wrapper, overall printed. Bar is, no doubt, made with a large amount of dextrose. Sort of a semi-nougat, soft, and had a sort of butter flavor.

Coating (dark)—Color: Good. **Texture:** A trifle soft. **Taste:** Good.

Remarks: Suggest center be made a trifle harder, as it would eat better. Bar ought to be a good seller. The quality of the center and coating is good.

Code 4C 37

Bitter Sweet Chocolate Bar— $1\frac{1}{2}$ ozs.—5c

(Purchased in a drug store, New York City)

Appearance of Bar: Good. Inside wrapper of foil, outside printed.

Size: Good.

Color: Good.

Gloss: Good.

Texture: Good.

Moulding: Good.

Flavor: Good.

Remarks: This is the best bitter sweet chocolate bar on the market. Had a good chocolate taste and well defined.

Code 4D 37

Sweet Chocolate Bar— $1\frac{3}{4}$ ozs.—5c

(Purchased in a candy store, New York City)

Appearance of Bar: Good. Inside wrapper of foil, outside wrapper white, printed in red.

Size: Good.

Color: Good.

Gloss: Good.

Texture: Good.

Moulding: Good.

Taste: Good.

Remarks: Bar has a good chocolate taste, well refined and is a good eating sweet chocolate bar.

Code 4E 37

Milk Chocolate Almond Bar— $2\frac{3}{8}$ ozs.—10c

(Purchased in a department store, Chicago, Ill.)

Appearance of bar: Good. Inside wrapper, foil back paper, red paper band printed in gold.

Chocolate—Color: Good. **Gloss:** Good. **Texture:** Good. **Moulding:** Good. **Taste:** Good.

Remarks: This is the best milk chocolate almond bar examined by the Clinic this year. It is a trifle high priced at 10c.

Code 4F 37

Orange Chocolate—9 Pieces— $1\frac{3}{5}$ ozs.—5c

(Purchased in a 5c and 10c store, New York City)

Appearance of Package: Good. Nine squares of solid chocolate pieces, each foil wrapped, printed cellulose wrapper, printed in orange and white.

Size of Package: Good.

Color: Good.

Gloss: Good.

Texture: Good.

Moulding: Good.

Flavor: Good.

Remarks: This is one of the best packages of this kind on the market. Piece is well made and is a good eating chocolate.

Code 4G 37

Milk Chocolate Bar—2 ozs.—5c

(Purchased in a drug store, New York City)

Appearance of Bar: Cheap looking. Inside wrapper of foil, outside printed band in white, brown and red.

Size: Good.

Color: Good.

Gloss: Fair.

Texture: Good.
Moulding: Good.
Taste: Fair.

Remarks: A cheap tasting milk chocolate. Suggest a smaller bar and a better quality chocolate.

Code 4H 37

Milk Chocolate Bar— $1\frac{3}{4}$ ozs.—5c
(Purchased in a 5c and 10c store, New York City)

Appearance of Bar: Good. Inside wrapper of foil, red printed glassine band outside.

Color: Good.
Gloss: Fair.
Texture: Good.
Moulding: Good.
Taste: Fair.

Remarks: Chocolate is well made but had an odd taste—partly milk and partly a little "sour" or rancid taste.

Code 4L 37

Assorted Chocolates—1 lb.—\$1.00

(Sent in for Analysis—No. 4253)

Appearance of Package: Good.

Box: Two-layer, extension type, metallic top in red, silver and black, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 49 dark coated, 4 foiled sticks, 2 Jordan almonds, 2 half-dipped caramels.

Coating (dark)—Color: Good. Gloss: Good. Strings: Good. Taste: Good.

Centers — Jordan Almonds: Good.

Foiled Sticks Hard Candy (Peppermint Flavored): Good. Half-Dipped

Caramel: Good. Nut Glace: Good.

Vanilla Caramel: Good. Chocolate

Caramel: Good. Molasses Plantation: Good. Vanilla Nut Caramel: Good. Brazils: Good. Vanilla Coconut Paste: Good. Caramallow: Good. Vanilla Caramel and Coconut Paste: Good. Nut Taffy: Good. Nut Nougat: Good. Vanilla Nut Fudge: Good. Walnuts: Good. Nut Hard Nougat: Good. Almond: Good. Chips: Good.

Assortment: Good.

Remarks: This is one of the best \$1 boxes that the Clinic has examined this year. Well balanced assortment, neatly packed; candy is well made and of good quality. Suggest that the hard candy sticks be pulled more, as they will be tender eating. The nut taffy pieces were a trifle hard eating, suggest a little soda be used to make the piece tender eating.

Code 4M 37

Royal Ensemble Chocolates—

1 lb.—\$1.50

(Sent in for Analysis—No. 4250)

Appearance of Package: Good.

Box: One-layer extension type, buff and gold metallic paper top, embossed in gold and red, blue center. Cellulose wrapper. Single carton.

Appearance of Box on Opening: Fair (see remarks).

Number of Pieces: 13 dark coated, 5 foiled; 10 light coated, 7 foiled, 9 dark chocolate panned nuts, 9 light chocolate panned nuts, 11 Jordan almonds.

Coatings—Color: Dark; entirely too dark. Gloss: Fair. Strings: Good. Taste: Fair.

Light Coated Centers—Panned Al-

monds: Good. Vanilla Chew: Good. Vanilla Buttercream: Rancid. Pineapple Cream: Fair. Caramallow: Good. Vanilla Nut Caramel: Good. Belmont Coated Buttercream: Fair. Nut Buttercream: Good. Solid Chocolate Oval: Good. Solid Chocolate Metal Cup: Good. Sprill Top Buttercream: Good.

Dark Coated Centers—Panned Pecans:

Good. Cordial Pineapple Fruit: Good. Nut Buttercream: Good. Cordial and Cherry Fruit: Good. Molasses Chip: Good. Chocolate Buttercream: Good. Belmont Coated Cream: Good. Solid Chocolate Oval: Good. Panned Filberts: Good. Jordan Almonds: Fair.

Assortment: Too small.

Remarks: Box is attractive, liner is different and well arranged. Considerable dust was on top of pieces when box was opened; this, no doubt, was caused by the sprills rubbing off the top of the sprill-top pieces. Divider needs checking up, as pieces had turned over; a heavier board divider would prevent the pieces from moving or turning over. Box is too large, as packing was too loose. Some of the buttercreams were rancid, others were good. Suggest assortment be made larger, using more hard and chewy pieces; too many creams used in the assortment.

Code 4N 37

Assorted Milk Chocolates—1 lb.—\$1.00

(Sent in for Analysis—No. 4257)

Appearance of Package: Good.

Box: Two-layer, extension type, metallic paper top in silver and blue, cellulose wrapper.



Appearance of Box on Opening: Fair (see remarks).

Number of Pieces: 46; 2 foiled, 2 Jordan almonds, 3 solid chocolate tablets foiled.

Coating (milk)—Color: Good. **Gloss:** Very little. **Strings:** Fair. **Taste:** Fair.

Centers—Vanilla Cream Brazil: Good. **Vanilla Marshmallow:** Fair. **Brazils:** Fair. **Orange Cream:** Fair. **Vanilla Coconut Cream:** Fair. **Lemon Cream:** Fair. **Walnuts:** Good. **Maple Pecan Cream:** Good. **Peppermint Cream and Marshmallow:** Fair. **Vanilla Taffy Chew:** Good. **Butterscotch:** Lacked flavor. **Marshmallow and Caramel:** Caramel grained. **Vanilla Caramel:** Grained. **Chips:** Good. **Peppermint Cream:** Good. **Vanilla Walnut Cream:** Good. **Almonds:** Not roasted enough. **Almond Cluster:** Good. **Walnut Cluster:** Good. **Pecan Cluster:** Good. **Solid Chocolate Tablet:** Good. **Jordan Almonds:** Good.

Assortment: Fair.

Remarks: Lacking some of the nut pieces. Quality of the candy is in the 60c and 70c class. Creams are poorly made; flavors are of the cheapest kind. Quality of the coating is not up to the standard of milk coatings used on dollar chocolates. Strings are too plain for this priced candy. Caramels need checking up, most all were grained. Marshmallow also needs checking up.

Code 40 37

Fruit and Nut Chocolates—1 lb.—\$1.00

(Sent in for Analysis—No. 4258)

Appearance of Package: Good.

Box: Two-layer, extension type, metallic top in silver, lavender and purple, cellulose wrapper.

Appearance of Box on Opening: Fair. (see remarks).

Number of Pieces: 18 dark coated, 25 light coated, 2 Jordan almonds.

Coatings (light and dark)—Colors: Good. **Gloss:** Very little. **Taste:** Fair.

Dark Coated Centers—Vanilla Walnut Cream: Good. **Vanilla Taffy Chew:** Good. **Date:** Good. **Vanilla Nut Caramel:** Good. **Vanilla Pecan Cream:** Good. **Glacé Pineapple:** Good. **Cream Brazils:** Good. **Pecan Marshmallow:** Lacked flavor.

Light Coated Centers—Almond Clusters: Good. **Pecan Clusters:** Good. **Cream Brazils:** Good. **Maple Walnut Cream:** Lacked flavor. **Cordial Cherry:** Good. **Nut Nougat:** Good. **Vanilla Pecan Cream:** Good. **Marshmallow and Pecan:** Lacked flavor. **Cashew:** Good. **Walnut:** Good. **Almond:** Good. **Jordan Almond:** Good.

Assortment: Fair.

Remarks: Appearance of box on opening was not good. The chocolates had very little gloss and very plain strings for a dollar box. Some pieces lacked flavor; good flavors are most important in any kind of candy. Suggest more fruit pieces be used—ginger,

orange peel, prunes, cordial pineapple, strawberries, etc.; a few good fruit creams would also help the assortment.

Code 4P 37

All Soft Center Chocolates—1 lb.—\$1.00

(Sent in for Analysis—No. 4259)

Appearance of Package: Good.

Box: One-layer, extension type, white, pink and blue, cellulose wrapper.

Appearance of Box on Opening: Good. **Number of Pieces:** 36; 4 foiled.

Coating (dark)—Color: Good. **Gloss:** Good. **Strings:** Good. **Taste:** Good.

Centers—Peppermint Cream: Good. **Belmont Coated Vanilla Cream:** Good. **Orange Cream:** Lacked flavor. **Chocolate Cream:** Good. **Jelly:** Cheap flavor. **Almond Cream:** Fair. **Date on Fruit Paste:** Fair. **Coffee Cream:** Lacked flavor. **Pink Cream:** Could not taste any flavor. **Cream and Raisin:** Good. **Maple Cream:** Good. **Lemon Cream:** Good. **Sprill Cream:** Could not identify flavor. **Vanilla Caramel:** Good. **Vanilla Cream:** Good.

Assortment: Good.

Remarks: Centers are well made but a number of pieces either lacked flavors or did not have any flavor. Suggest the jelly piece be left out of the assortment as it is a very cheap jelly and had a bad flavor. It is most important to use good flavors and use a sufficient amount to give centers good flavor. Regardless of how good the center may be made, if the flavor is not good or enough used it is a poor eating piece of candy.

Code 4Q 37

Assorted Chocolates—1 lb.—\$1.00

(Sent in for Analysis—No. 4260)

Appearance of Package: Not up to the \$1 standard.

Box: Two-layer extension type, plaid top in black and white, red extension edges, cellulose wrapper.

Appearance of Box on Opening: Fair. **Number of Pieces:** 33 dark coated, 9 light coated.

Coatings (light and dark)—Color: Good. **Gloss:** Good on dark, very dull on light coated. **Strings:** Good. **Taste:** Good.

Dark Coated Centers—Coffee Cream: Flavor not strong enough. **Butterscotch and Cream:** Good. **Vanilla Marshmallow:** Good. **Coffee Nut Nougat:** Good. **Vanilla Coconut Paste:** Good. **Raisin Cluster:** Good. **Cashew Nut:** Good. **Cordial Cherry:** Good but too large. **Chocolate Cream:** Good. **Hard Nut Taffy:** Good. **Maple Cream:** Lacked flavor. **Nut Paste Chip:** Good. **Orange Cream:** Flavor off.

Light Coated Centers—Vanilla Cream: Good. **Chocolate Cream:** Good. **Vanilla Caramel:** Good. **Peppermint Cream:** Good.

Assortment: Good.

Remarks: Flavors need checking up in a number of pieces. The orange flavor had turned rancid. It is best to use a good orange oil for orange creams or a pulp made from orange fruit. The maple cream was good but had hardly any flavor. Box is cheap looking for a \$1 box. When opened, top layer was very uneven and did not make a good appearance; red divider is very cheap looking. Suggest a better top for box be used and a tray for the top layer. Chocolate cream and cordial cherry pieces are entirely too large.

Code 4R 37

Assorted Chocolates—1 lb.—50c

(Sent in for Analysis—No. 4261)

Appearance of Package: Fair.

Box: One-layer bundle type, white, embossed in gold, white band paper wrapper, gold seals on ends.

Number of Pieces: 10 dark coated, 8 light coated, 5 bon bons, 2 pecan roll slices.

Coatings (light and dark)—Colors: Good. **Gloss:** Fair. **Strings:** Fair. **Taste:** Good for this priced candy.

Dark Coated Centers—Almonds and Cream: Good. **Black Walnuts and Cream:** Good. **Chocolate Cream:** Good. **Vanilla Coconut Paste:** Good. **Vanilla Caramel:** Good. **Walnuts and Cream:** Good. **Fruit and Nut:** Good. **Caramallow:** Good.

Light Coated Centers—Chocolate Cream and Almonds: Good. **Vanilla Cream:** Good. **Fruit Nougat:** Good. **Vanilla Nut Caramel:** Good. **Chocolate Cream:** Good. **Peppermint Cream:** Good. **Chocolate Cream and Pecans:** Good. **Bon Bons:** Good. **Pecan Roll Slices:** Good.

Assortment: Good.

Remarks: This is the best 50c box of chocolates that the Clinic has examined in a long time. Candy was well made and centers contained a large amount of nuts. Suggest using a divider if box is going to be shipped. Candy was all in one end of the box, not damaged but did not look good; made box look partly empty.

Code 4S 37

The Variety Box of Assorted Chocolates—1 lb.—\$1.50

(Sent in for Analysis—No. 4251)

Appearance of Box: A trifle gaudy for a \$1.50 box.

Box: Two-layer extension type, lavender top, gold band across center, cellulose wrapper.

Appearance of Box on Opening: Good. Three cellulose wrapped tills.

Number of Pieces: 4 Jordan almonds, 4 cellulose wrapped caramels, 43 dark coated, 4 foiled, 12 light coated, 4 foiled nougats, 2 foil wrapped solid light chocolates.

Coatings (light and dark)—Colors: Good. **Gloss:** Good. **Strings:** Good. **Taste:** Good.



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Dark Centers—Chocolate Caramel:

Good. Walnuts: Good. Vanilla Coconut Paste: Good. Cashews: Good. Vanilla Caramel: Good. Brazils: Good. Nut Caramel: Good. Ginger: Good. Filbert Cluster: Good. Caramel and Almond: Good. Pecans: Good. Maple Cream: Good. Vanilla Cream: Dry. Peach and Cream: Good. Cordial Cherry: Good. Almonds: Good. Pecan Cream: Dry. Chocolate Cream: Dry.

Light Coated Centers—Nut Taffy:

Good. Chocolate Mint Paste: Good. Caramel and Coconut: Good. Butter Crunch: Good. Foil Cup Chocolate Paste: Good. Solid Chocolate Stick: Good. Jordan Almonds: Good. Wrapped Caramels: Good. Wrapped Nougat: Good.

Assortment: Good.

Remarks: This is the best \$1.50 pound box examined by the Clinic this year. Box top is not in the class of these priced boxes. Packing is exceptionally attractive and well arranged. Suggest cream centers be checked up as they were too dry. Candy is well made and of good quality.

Code 4T 37

Assorted Nut Chocolates—1 lb.—
\$1.50

(Sent in for Analysis—No. 4252)

Appearance of Package: Good.

Box: Two-layer extension type, garden

scene in colors, cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 87 dark coated, 2 foiled, 10 light coated.

Coatings (light and dark)—Colors:

Good. Gloss: Good. Strings: Good. Taste: Good.

Dark Coated Centers—Brazil Clusters:

Good. Cashew Clusters: Good. Single Cashews: Good. Pecan Clusters: Good. Single Pecans: Good. Single Almonds: Good. Single Brazils: Good. Filbert Clusters: Good. Walnuts: Good.

Light Coated Centers — Almonds:

Good.

Assortment: Good.

Remarks: This is a good assortment of nut meats. A trifle high priced at \$1.50 the pound. Most of the nut boxes are selling at \$1.25 the pound.

Code 4U 37

Assorted Chocolates—2 lbs.—\$1.50
(Purchased in a candy store in San Francisco, Cal.)

Appearance of Package: Good.

Box: Two-layer white, printed in red and green, extension type. White band paper wrapper tied with pink grass ribbon.

Appearance of Box on Opening: Good.

Number of Pieces: 28 chocolates, 8 bon bons, 6 cellulose wrapped cara-

mels, 1 cellulose wrapped nougat, 2 jellies, 4 caramels, 1 walnut top caramel, 1 half-dipped gumdrop, 1 coconut truffle.

Chocolate Coating — Color: Good. Gloss: Good. Strings: Good. Taste: Good.

Centers—Caramel and Jelly: Good.

Chocolate Nut Fudge: Good. Vanilla Nut Cream: Good. Vanilla Chew: Good. Mint Nougat: Good. Vanilla Coconut Paste: Good. Date: Good. Chocolate Nut Caramel: Good. Butterscotch and Cream: Good; cream hard. Date and Cream: Good. Coffee Cream and Caramel: Good. Nut Rum Cream: Good. Butterscotch and Filbert: Good. Mint Marshmallow and Paste: Good. Mint Cream and Caramel: Good. Jelly and Caramel: Good. Chocolate Caramel and Brazil: Good. Molasses Coconut: Good. Caramel Nut Chew: Good. Caramallow: Good. Bon Bons: Fair; most all were hard and discolored. Brazil Caramel (cellulose wrapped): Good. Chocolate Brazil Caramel (cellulose wrapped): Good. Chocolate Almond Caramel (cellulose wrapped): Good. Nut Nougat (cellulose wrapped): Good. Coconut Truffle (cellulose wrapped): Good. Nut Caramel Paste (cellulose wrapped): Good. Cocoa Truffle (cellulose wrapped): Good. Nonpareil Top Wafers and Butterscotch (cellulose wrapped): Good. Walnut Top Caramel: Good. Half-Dipped Gum-

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drop: Good. Caramel Dipped Jelly: Good. Chocolate Marshmallow Caramel: Good. Nut Jellies: Good. Half Caramel Dipped Marshmallow and Caramel: Good.

Assortment: Very good.

Remarks: This is the best two-pound box of assorted candies that the Clinic has examined this year. Candy is well made, quality is good and packing was neat. Well balanced assortment and cheaply priced at 75c a pound. Suggest that the bonbons be crystallized or left out of the package. Regardless of how good the center may be, bon bons are not good eating if the cream is hard.

Code 4V37

Assorted Chocolates—1 lb.—\$1.00

(Sent in for Analysis No. 4239.)

Appearance of Package: Good.

Box: Two layer telescope style, Brown velvet top embossed name and edges in gold, tied with light brown ribbon. Cellulose wrapper, single carton, neat and attractive box.

Appearance of Box on Opening: Fair. See remarks.

Number of Pieces: 25 light, 3 foiled, 24 dark.

Coatings (light and dark)—Colors: Good. Gloss: Good. Strings: Good. Taste: Good.

Dark Coated Centers—Lemon Cream: Not a good lemon flavor. Nougat: Good. Pineapple Jelly: Partly grained. Tingling: Good. Solid Chocolate with Nuts: Good. Vanilla Cream: Good. Coconut Cream: Cream tough. Chocolate Paste: Good. Hard Candy Blossom: Fair. Raspberry Cream: Flavor weak. Vanilla Caramel: Good. Pecan Cream: Good. Orange Cream: Lacked flavor.

Light Coated Centers—Pecan Cream: Fair. Lemon Flavor: Not a good lemon flavor. Nougat: Good. Molasses Plantation: Good. Coconut Cream: Tough. Orange Cream: Not enough flavor. Taffy: Grained. Vanilla Cream Stick: Cream tough.

CLINIC SWAMPED!

SO many candy manufacturers submitted their packages of chocolates to the Candy Clinic this month that space is unavailable to accommodate our publishing all of the analyses. All the packages were examined, however, and we hope to include them in next month's Clinic. The MANUFACTURING CONFECTIONER is glad to render this popular service each month.—Editor.

Solid Chocolate with Nuts: Good. Filbert Cluster: Good. Jelly: Poor, flavor. Maple Cream: Lacked flavor. Vanilla Walnut Cream: Good. Cashew cluster: Good. Triple Almonds: Good.

Assortment: Fair.

Remarks: Chocolates are not up to the dollar a pound standard. Box is too large. If this box is to be used suggest a good strong divider in both layers. Paper cups are entirely too large. Cream centers in most cases are not satisfactory; cream is tough, hard, and does not eat good. Flavors are lacking in many pieces. The hard candy blossoms are not good eating. Suggest using more nuts, better flavors, better packing and checking up the manufacturing of the centers. These chocolates, also the box and packing, will need considerable revamping to bring this box up to the dollar standard.



SPECIAL FABRICATED PROCESSING EQUIPMENT, PRODUCTS BULLETIN NO. 103.—An illustrated bulletin on Edge Moor fabricating rolled and forged metals.

Issued by Edge Moor Iron Works, Inc., New York City.

MAGNUS, MABEE & REYNARD, INC., MARCH-APRIL, 1937, CATALOGUE. Issued by Magnus, Mabée & Reynard, Inc., New York City.

IF THIS IS THE TRUTH ABOUT DEXTROSE.—A folder explaining what dextrose is and does and what it means to the public. Issued by Corn Products Sales Co., New York City.

THE AMERICAN SUGAR REFINING COMPANY ANNUAL REPORT, 1936.—Issued by American Sugar Refining Company, New York City.

SLAM IT, BANG IT, DROP IT, OR RAM IT.—A new small colored folder No. 322 on lift truck platforms and lift trucks. Issued by Lewis-Shepard Company. Watertown, Mass.

IT'S A HIT!—A colorful, illustrated catalog on rebuilt machinery. Issued by Savage Brothers Company, Chicago, Illinois.

BROMINE OXIDATION AND MUTAROTATION MEASUREMENTS OF THE ALPHA- AND BETA-ALDOSES. By Horace S. Isbell and William W. Pigman.—Research Paper RP969.—An abstract on Alpha- and Beta-Aldoses, or a resume of the general method and the results obtained by the oxidation of the various modifications of glucose, mannose, galactose, maltose, xylose, arabinose, and rhamnose. Part of Journal of Research, National Bureau Standards, Volume 18, February, 1937. Issued by Department of Commerce, Washington, D. C.

TAG LABORATORY THERMOMETERS AND HYDROMETERS.—Catalog No. 1100A.—A catalog containing illustrations, prices, and useful information on laboratory thermometers and hydrometers including etched stem armored and pocket thermometers. Issued by C. J. Tagliabue Manufacturing Co., Brooklyn, N. Y.

BETTER SERVICE AT LESS COST WITH AUTOMATIC SWITCH GEAR.—A folder containing sketches and information on some things that automatic switch gears will do. Issued by General Electric, Schenectady, N. Y.

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